

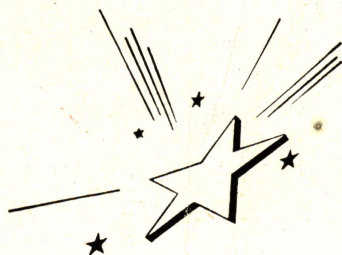
VOLUME 7 «» NO. 11

October, 1937



AUTOMATIC WORLD

Entered as second-class matter June 19, 1931,
at the Post Office at Fort Worth, Texas,
under the Act of March 3, 1879.



THANK YOU,
Rock-Ola operators and distributors
FOR THE GREATEST
SEPTEMBER SALES
RECORD
in all Rock-Ola history

Sales records are not easily broken, and they are frequently hard to equal. It requires the coordinated efforts of many men to establish new "Highs" in sales volume. It is very gratifying to report the greatest single month's sale of phonographs in the history of our company. This means that every man among our distributors, operators and direct factory representa-

tives were cooperating fully in presenting the meritorious features of our products. Thank you again—Rock-Ola distributors and operators—for a record month, and thank you especially for the fine loyalty and cooperation which have made this record month possible.

David Rockol

LOOK TO ROCK-OLA



FOR LEADERSHIP!



THE
Leader

OF ALL
COIN OPERATED
PHONOGRAPHS

THE *Best* THERE IS IN MUSIC!

ROCK-OLA

Rock-Ola FAMOUS MULTI-SELECTOR

The Best



IMPERIAL

20

(Twenty Records)

The new ROCK-OLA IMPERIAL. Very latest in coin-operated music! Plays twenty records. Coin chute takes nickels, dimes and quarters. Shows last three coins.

263876

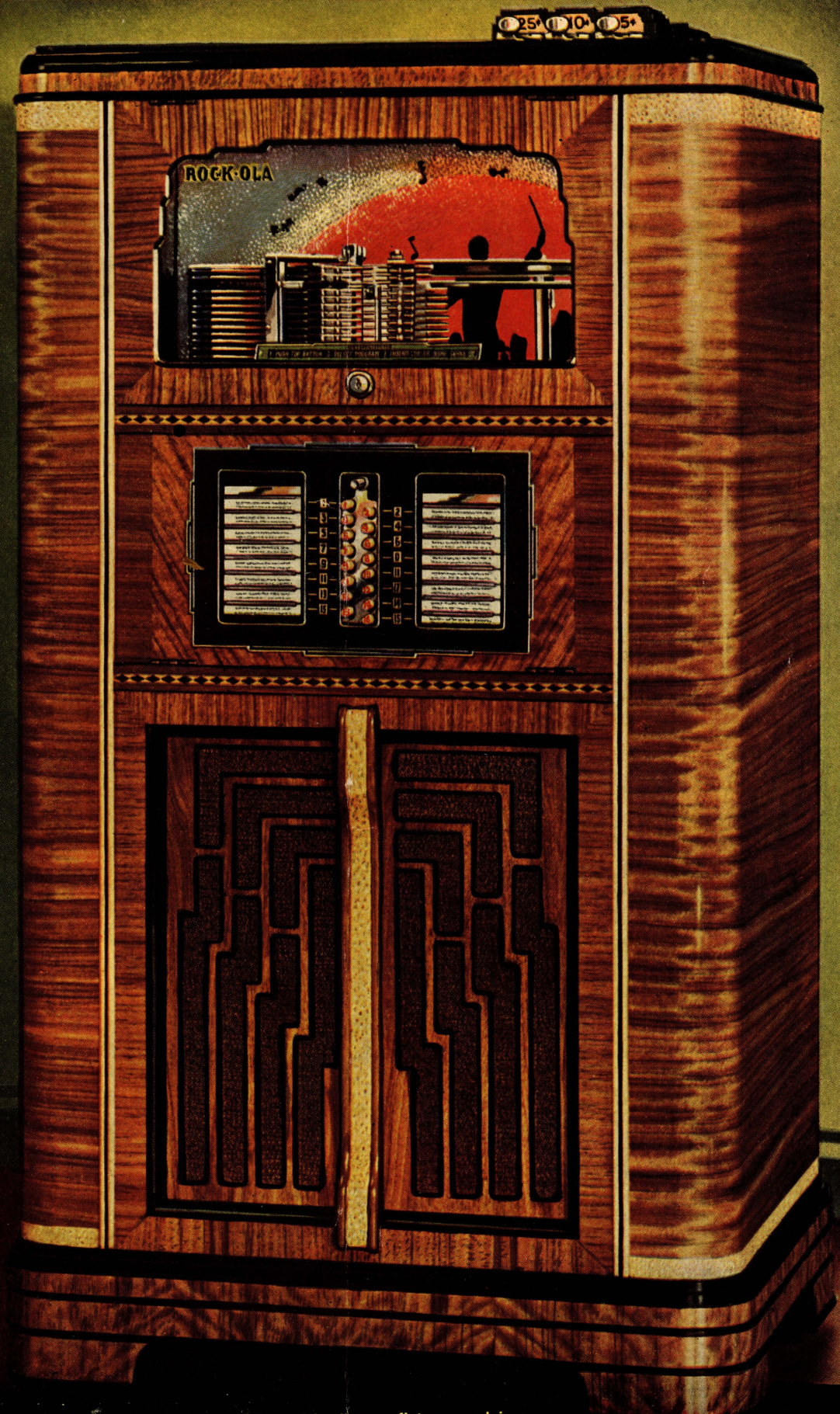
PHONOGRAPHS

There is in Music!

RHYTHM MASTER

16

(Sixteen Records)



RHYTHM MASTER. Earning big profits everywhere. Harmonizes with all type fixtures and is adaptable to all locations. Plays sixteen records. Coin chute takes nickels, dimes and quarters.

Two More ROCK-OLA MONEY MAKERS!

Rock-Ola's 1937 WORLD SERIES A GAME MADE POPULAR BY THE PUBLIC

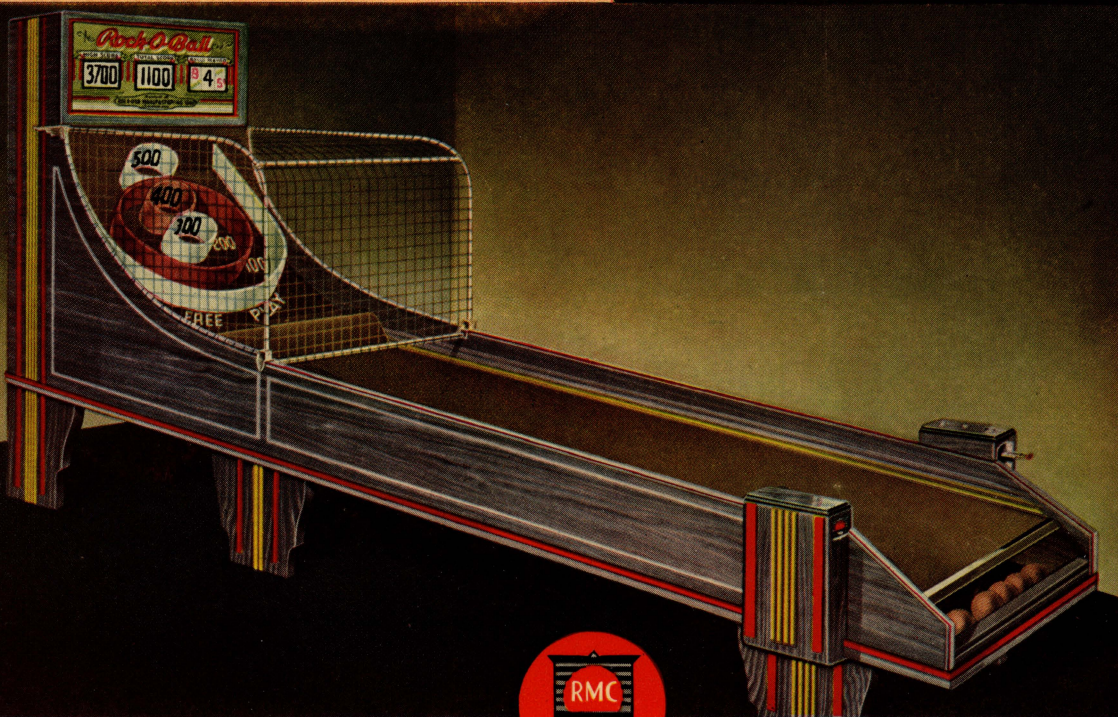
Makes big money everywhere. The biggest group of people in the United States are the ball fans. More numerous than either Democrats or Republicans. And easier to find than Irishmen, Germans, or any other nationality. Everybody likes Baseball—America's national pastime.

WORLD SERIES offers regulation Big League Baseball. Robot players in field are always in motion when game is being played. They move with the crack of the bat in lifelike fashion in an effort to get the batter out.

Pitcher winds up and throws same as any pitcher does out on the mound. Player can hit singles, doubles, triples, and home runs (if he is skillful enough to outguess the pitcher). Pitcher can outsmart the player by striking him out or forcing him to fly out or foul out.

Robot Umpire never makes a mistake—throws up his left arm when a ball is thrown and his right arm goes up on each strike in realistic fashion. All plays registered on automatic scoreboard.

DeLuxe Cabinet. Finished in best quality walnut veneers. Made like the most expensive modern furniture.



ROCK-O-BALL

Creates and holds steady play—week after week—month after month. Whether you use DeLuxe Senior or Junior Model, the results are there in big earnings—from the standpoint of appearance, mechanical perfection, and public acceptance—ROCK-O-BALL is the class of the field.

Both models have exclusive ROCK-O-BALL TRIPLE SCORE feature—this feature alone makes ROCK-O-BALL the outstanding bowling game. ROCK-O-BALL is legal, long-life equipment that insures steady earnings for years.

Many operators stimulate play by giving daily or weekly awards to the high scorer. ROCK-O-BALL is ideal for prize play because of the exclusive high score register.

The register may be set for any score—and thereafter, it will automatically register the number of times this score is equaled or bettered.

The high score register protects the operator.

ROCK-OLA



MANUFACTURING CORPORATION

800 NORTH KEDZIE AVENUE • CHICAGO, ILLINOIS, U. S. A.

PRINTED IN U. S. A.

REEL SPOT

WITH ODDS FROM
2 TO 1-TO-20 TO 1

THE GOOD OLD SHELL GAME

BY

DAVAL

Pick the Spot —
That's All!

IN A COUNTER GAME IT'S A "NATURAL"
FOR THE OPERATOR!

All four reels spin when the coin is inserted. But only the odds reel is exposed to view. When all the reels stop spinning, the player opens the shutter over one of the other reels by pressing the button beneath it . . . and that's where the fun comes in! If the player finds the spot, he gets the odds indicated on the odds reel. BUT, if the open shutter doesn't reveal that elusive spot, the player is not entitled to the odds shown . . . and that's where the operator's profit comes in! Because, for some reason the spot usually seems to elude the player, showing up where it's not expected! Simple, isn't it? Of course, if the player wants to know just where the spot is after he guesses wrong, he can push the other buttons and he always finds the spot on one or both of the other reels! While he is naturally not entitled to the odds if he opens more than one shutter, still it mystifies the player and makes him happy! So, he plays on and on hoping he'll get the spot the next time . . . or the next . . .

Look at the picture of REEL SPOT . . . note its new trend in modern styled cabinet design and lively color appeal! REEL SPOT is a model of rugged mechanical perfection . . . works simply, silently, smoothly . . . never wears out or breaks down . . . is absolutely cheat-proof and fool-proof . . . affords complete coin visibility. Exhaustive location tests have PROVED the huge earning power of REEL SPOT!

Cash in on the popularity of the OLD SHELL GAME brought up to date! OPERATE REEL SPOT!

GET BUSY—ORDER NOW!



Exclusive Reel-Spot
Turntable Feature!

Unlike the ordinary counter game, there's no necessity for the location owner to nearly stand on his head in order to check the award on a winning play on his REEL-SPOT. Daval's newly perfected turntable cabinet base makes everything "easy as pie"! The game can swing completely around so merchant can easily see the result, as well as the last coin played! It also permits the next player to play the game without asking the previous player to step aside!

Sturdily constructed to last a life time! No adjustments necessary! Equipped with scratch proof suction feet which anchor game securely to counter! A money-saving and play attracting feature EXCLUSIVE WITH REEL-SPOT AT NO EXTRA COST!



PRICE \$29.75
TAX PAID
F.O.B. CHICAGO

By POPULAR DEMAND!!

...We are
again in
production
on the
WORLD-FAMOUS

PENNY - PACK

THE LARGEST OPERATORS
IN THE WORLD AS WELL
AS THE SMALLEST, WILL
BACK THIS UP:

"Penny Pack WAS, IS and
WILL BE the best cigarette
reel game ever built.

"It sets the standard for all
other counter games."

Straight Penny Play! ODDS
from 15-1 to 150-1. Still un-
surpassed for beauty and
mechanical perfection! PLAY-
ERS ACTUALLY DEMAND
PENNY PACK!



PRICE \$18.75
TAX PAID
F.O.B. CHICAGO

DAVAL DERBY

8 COIN Race-Track Counter Game!

The One and Only Game With 5 Way Play!

Pennies, Nickles, Dimes, Quarters and Half-Dollars. ALL THRU THE SAME SLOT!

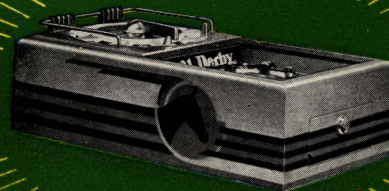
Makes 8 Times the Profit of any Game with a Single Coin Chute!

Necks outstretched—tails in the wind—they're ready to burn up the track! The stakes are high . . . the interest is keen . . . THE PROFITS POUR IN! IT'S 8 PLAY — 8 CHANCES TO WIN, PLACE, OR SHOW—8 TIMES THE INTAKE—8 TIMES AS MANY PLAYERS—and they don't stop at pennies and nickels . . . THEY GO ON TO QUARTERS AND EVEN HALF-DOLLARS!

A twist of the handle and they're off! The player is as nervous as a filly at the post . . . you can see that he's got a NICKEL in 3, a QUARTER in 5, and a HALF-DOLLAR in 8—because all coins are COMPLETELY VISIBLE! Now, there are 3 COMPLETE SETS OF ODDS and if a selected horse stops within the FINISH LINE, the player collects according to the position of his horse!

. . . Competitive location tests have definitely PROVED that dollar for dollar, DAVAL DERBY completely out-classes and out-earns other games costing even 20 times as much! DAVAL DERBY easily takes in \$25 an hour in nickels and pennies! That's more than most games earn in a week! And you can imagine the "take" when the play progresses to quarters and half-dollars!

GET BUSY — ORDER NOW!



Features

- * 8 COIN PLAY—1c - 5c - 10c - 25c - 50c (Multiplies the profits).
- * 100% COIN VISIBILITY (Eliminates arguments).
- * EXTRA LARGE CASH BOX (You'll need it!)
- * WIN, PLACE AND SHOW ODDS (Keep up the interest).
- * MINIATURE HORSES ACTUALLY RUN AROUND THE TRACK.
- * SIZE: 6"x10 1/2"x21" (Shipping wt., 30 lbs.)
- * COIN BOX COMPLETELY SEPARATED FROM MECHANISM (prevents clogging).
- * SPARKLES LIKE A GEM WITH ITS BRILLIANT DESIGN IN COLORS, WITH CHROME DECORATIONS.
- * PRECISION BUILT BY DAVAL.
- * MECHANISM GUARANTEED SILENT, SMOOTH, CHEAT-PROOF AND FOOL-PROOF OR YOUR MONEY REFUNDED.

Price

\$32⁵⁰

TAX PAID

F.O.B CHICAGO

DAVAL MFG. CO.
200 SO. PEORIA ST. - CHICAGO

IT'S POPMATIC

that **PAYS . . . and PAYS**
The FIRST and BEST Automatic Popcorn Vendor

● Build yourself a steady, profitable, **legitimate** business with POPMATIC - the new automatic popcorn vending machine! Locations pay as high as \$42.00 per week - you can depend on an average of 40% net profit.

The novelty of POPMATIC attracts crowds. A nickel in the slot - a flurry of golden grains behind the glass - the pull of a lever, and presto! you serve yourself a sack brimming full of hot, tasty popcorn "better than mother makes"!

Simplicity - Positive Operation

POPMATIC's operation is simplicity itself - no motor, no rheostat, no thermostat, no costly "out of service" delays. The entire mechanism is before your eyes, within easy reach of your hands. 250 sacks between refills.

- **EYE-APPEAL** . . . Slim, modernistic cabinet of beautiful chromium and wrinkle-finished baked enamel, 62 inches high. 1½ feet wide - fits easily into ¾ the space of an ordinary popcorn machine.
- **TASTE APPEAL** . . . The patented process by which the corn is popped assures large, tender grains of a delightful flavor. One taste calls for more - and each operation draws a crowd!

FLUFFY GOLDEN CORN

in ONE Minute Plus



"85 seconds from nickel to sack!" POPMATIC's performance is as quick as that - before the customer's mouth has time to water!

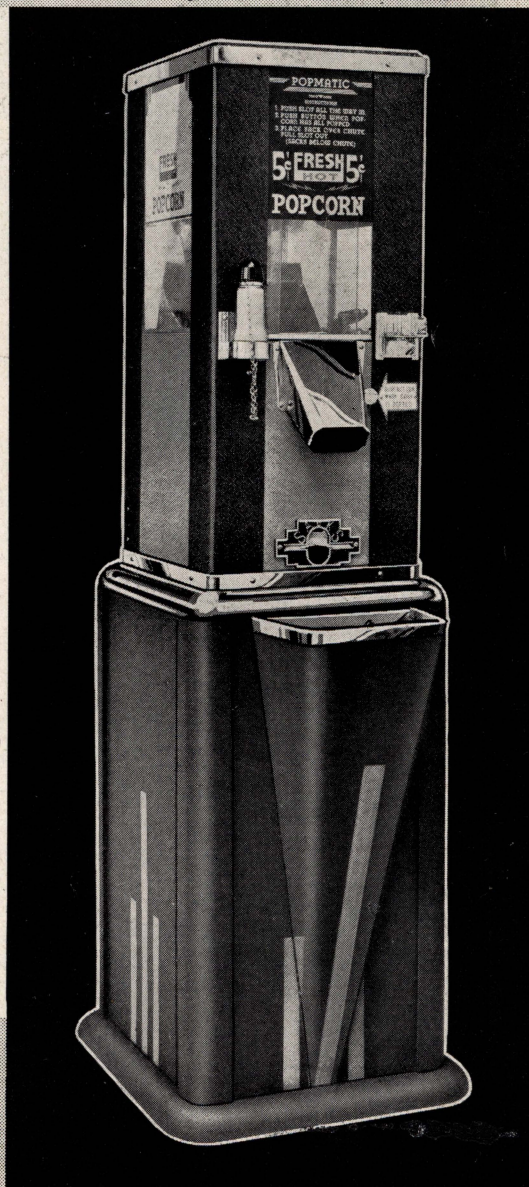
Write or Wire - Today
for Details and Prices

POPMATIC MANUFACTURING CO.

5147 NATURAL BRIDGE AVENUE

ST. LOUIS

MISSOURI



Trade Mark Registered U. S. Patent Office. United States and Canadian Patents. Other Patents Pending.

Caille
Announces
A Beautiful Console
at a Special
Low Price!
\$114⁰⁰
PLUS TAX

THE JUNIOR

CONSOLE

Designed by
GEORGE W. WALKER
Leading Industrial Stylist

Two-Tone Walnut Cabinet
 Trimmed in Light Maple

Suitable for Any Location

1c, 5c, 10c and 25c Coin-Play
 —All at the Same Low Price

WRITE FOR SPECIAL OPERATOR'S PRICE

CAILLE BROTHERS COMPANY

6200-6250 Second Blvd. Detroit, Michigan

*Originators and Manufacturers of
 Coin-Operated Machines Since 1888*

CAILLE BROTHERS CO.,

6200-6250 Second Blvd., Detroit, Mich.

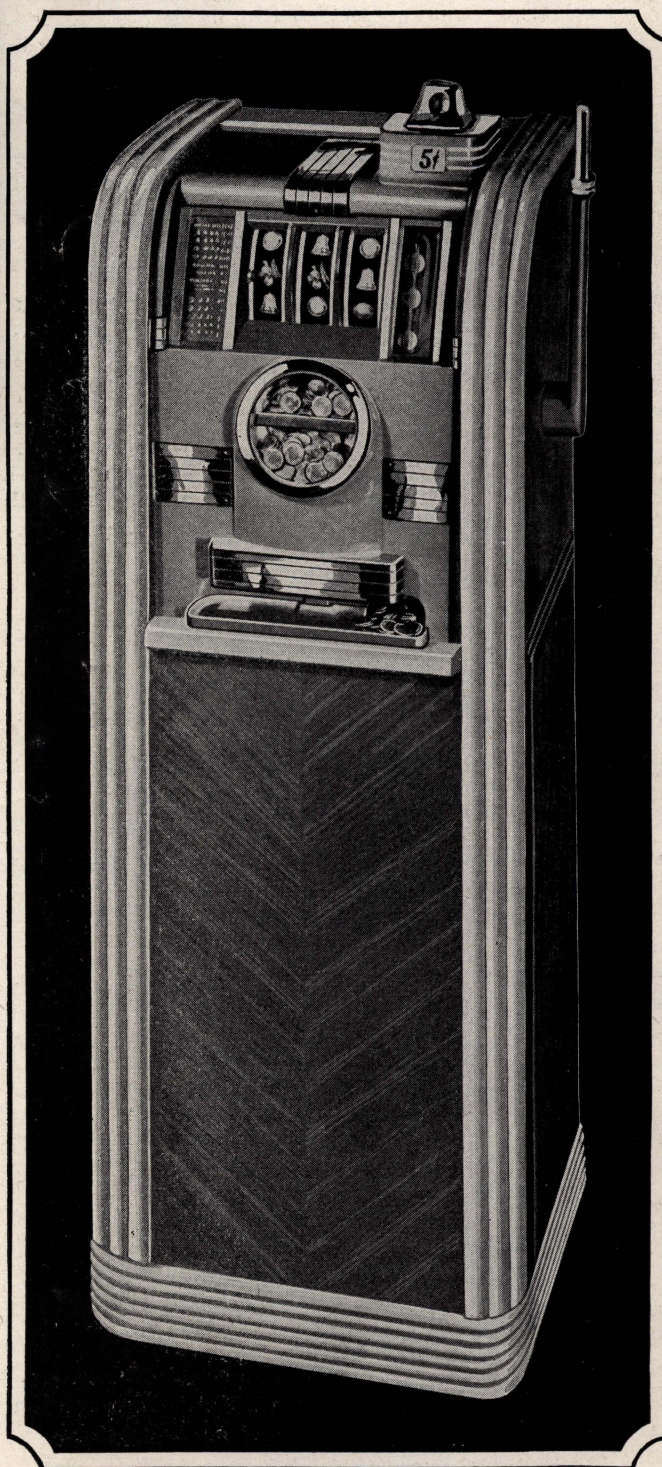
Please send literature showing the Junior
 Console in colors—also Special Proposition
 to Operators.

Name.....

Address.....

CityState

**MAIL
 COUPON**



Please mention AUTOMATIC WORLD when inquiring.

DEPARTMENT STORES PROFIT FROM VENDING MACHINES

SEEKING new worlds to conquer, operators of automatic vending machines have discovered an untouched and exceedingly fertile field for exploitation in department stores, specialty shops and retail merchandising establishments generally. In Chicago, where the invasion started, fully two score stores, including some of the largest along State street, now have anywhere from 10 to 100 vending devices scattered around their premises. Store managers like them, not only for their money making possibilities, but because they have been found to offer a real service to shoppers.

From Chicago, with steadily increasing momentum, the movement has spread to Detroit, Milwaukee, Minneapolis, Kansas City and other large cities throughout the middle west. Out-of-town buyers, seeking new merchandising ideas in the big Windy City business houses, spot the innovations and after investigation become convinced that what is good for Chicago would be good for their old home towns, too.

The result has been an unprecedented demand for installation of the service every where. So insistent have store managers been that at least one large vending concern has at times been hard pressed to keep abreast of the new business. As Victor H. Kinson, Chicago manager of this company, the Mills Automatic Merchandising Corp., expressed it, "the movement is growing like a snowball."

An outstanding instance of how the development is catching on is furnished by the experience of the Goldblatt Bros. organization which conducts ten huge department stores in Chicago and nearby communities. Beginning in a small way to see how the experiment would work out, this company became convinced that vending machines satisfied a definite customer need.

Today, according to Dan Tokowitz, merchandise buyer in charge of the company's automatic merchandising activities, Goldblatt Bros. now have nearly 1,000 of these devices operating in the ten units of their chain.

In 1936, Mr. Tokowitz stated in an interview, 19,000 pounds of pennies rattled down the coin chutes to purchase 1,250,000 pieces of gum and

an equal number of servings of candy and nuts. Weighing machines took in another huge harvest of coppers, while apple vending devices garnered a further sizable collection of coins.

So tremendously has this business expanded that the Goldblatt management found it advisable to have one man devote his full time to supervision of their vending machines. His salary is paid from the percentage of gross sales given the company by the concessionaire and enough still remains to make the project very much worth while to Goldblatt's.

As indicated by Mr. Tokowitz's figures, gum leads the field on the score of popularity but weighing machines are close contenders for first place.

"Our chewing gum business is heaviest in summer, while candy and nuts sell most readily in winter," Mr. Tokowitz explained. "For year round results, however, our steadiest revenue getter is the weighing machine. Recently we put in a new type of scales which for a penny shows the patron's weight and also casts his or her horoscope. Returns from these are almost unbelievably large. In one store, in one day's time one scale took in 2,000 pennies, which means that people were stepping on to that scale at the rate of three or four every minute throughout the day."

In the experience of Goldblatt Bros. operators will find many tips of value as sales pointers for use in approaching store managers in their own fields.

First of all, Mr. Tokowitz declared, the retail store which considers going in for automatic merchandising "should not lose its sense of proportion."

"Our company is not in the vending machine business as such," he continued. "We operate the 1,000 machines only because we have found that they furnish a real service to customers without interfering with our regular business. The devices are owned by the concessionaires, so we have no investment tied up in them. It is unnecessary for us to stock repair parts or keep service men for trouble calls.

"Our primary rule is to put the machines in places which could not be otherwise utilized for our regular

merchandising business. If any conflict arises, the machine goes out. At the same time they must be where the customer in her normal passage through the store, will readily see them, yet where she or her children will not stumble over them with possible injury.

"Our next rule is that the customer must be satisfied with the service she gets from the machine. If a woman loses one penny in a vending machine, she will feel worse about it than if she lost a dollar from her pocketbook. The concessionaire has service men and inspectors on the job constantly, but Goldblatt Bros. have found that even if the machines work perfectly, there is something more to this business than merely taking in pennies.

"Our supervisor has thus become a highly important factor in our system. He is responsible for seeing that the merchandise is fresh; that the machines are clean and inviting; and at all times give honest value for what the customer puts into them. The supervisor watches to see what candy is most in demand and if one brand is not moving he determines what will better satisfy the customers.

"If lagging sales are due to location, he must find the place that will make a better showing, because, since we have the machines, we feel that every advantage possible should be taken of them. Our supervisor also checks on all reports from the concessionaire and another duty is to watch for the crook who may become unduly active with phoney slugs. As a matter of fact, however, vandalism is almost negligible."

Close watch is kept for the appearance of vending machines of new type or improved mechanism, Mr. Tokowitz stated. Old machines are then quickly replaced with new, since the novelties, as in the case of the horoscope scales, arouse interest and revenue increases proportionately.

It was from Mr. Kinson of the Mills Automatic Merchandising Corp. that the story was learned of how department stores came to let down the bars to vending machines. At the height of the hard times, he related, several small retail stores were persuaded to install several of the Mills gum machines experimentally.

Store managers in the more "dig-

nified" down town shopping district shuddered at this sacrilege but customers almost instantaneously responded favorably. Encouraged by this success, the Mills corporation solicited the co-operation of the two larger department stores in a crowded west side trading district and here again, customer acceptance revealed that the vending machine was something shoppers appreciated.

After that merchants everywhere began climbing on the band wagon and the problem now is to satisfy their clamor for service. Machines dispensing candy and nuts followed the gum machines into the stores and more recently soft drink dispensers have appeared.

The Mills corporation deals principally in chewing gum and much of their success is attributed to their equipment and service. To handle the detail work necessary to keep everything moving smoothly a large staff is maintained. Twice each week the Mills machines are restocked and the mechanism checked. The average call requires 4½ minutes, Mr. Kinson stated and, since the average man can make only from 350 to 400 calls a week, this conveys a suggestion of the organization's size. On days when special sales events bring crowds to bargain counters, service men and inspectors make extra calls to insure proper performance of the service. Installations and removals for repairs must all be made outside of shopping hours.

The best paying location for a gum machine, this vending company has determined, is the women's rest room and the second best spot is near a drinking fountain. Shoppers who stop for a drink, immediately reach for a piece of gum, which led to the conclusion that the women wanted it to ease parched throats.

"Women shoppers are always under a nervous strain," Mr. Kinson continued, "and the gum serves as a quick stimulant to ease that strain. It is easily accessible, costs only a trifle and makes them feel better generally. It is also readily available when something is required to quiet a fretting cold. If the customer had to hunt around for the confectionery counter and possibly make a trip in an elevator to reach it, that sale, small though it is, simply would not be made. Then too, the machines save the time of salespeople for attention to more profitable business."

Introduction of beverage dispensing machines into retail stores promptly brought surprising results, according to reports. Sales of Coca Cola

from one of these automatic "soda fountains" have been "terrific," it is said. In one Chicago chain, the manager of the lunch counters has been especially pleased because the beverage machines materially relieve congestion at counters during the peak of the lunch hour business.

Many women shoppers want only a soft drink and as they can get it from a machine promptly, a seat is left free for a possible larger sale to a hungrier patron at the counter. Stores having soda fountains, however, frown on the beverage machines, for the competition they offer.

Cigarette vending devices have not as yet become popular in the large retail stores, because of the fire hazard, as managers who were questioned revealed. Machines dispensing one cigarette at a time find favor in women's specialty shops where penny sales would otherwise be a nuisance.

As one manager remarked, "the money is there, however, and we ought to get it. The sale creates a friendly feeling and it holds the customer a little longer in the shop, something that may make her more valuable to us."

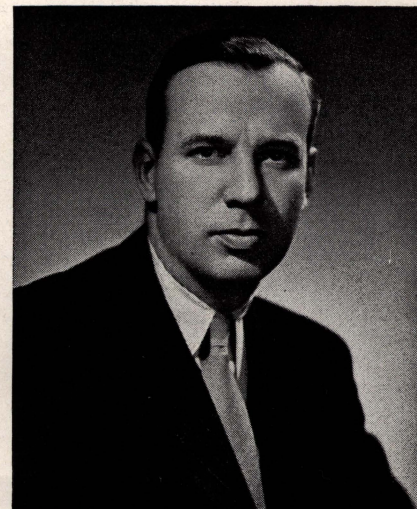
In Chicago operation of vending machines in the high class Michigan boulevard specialty shop district has proven impractical because of the parking problem. Arguments with traffic policemen delay service men and actually complicate the congestion instead of helping it. If an attorney is required later, this increases the operating costs of the service.

LEIPSIG FAIR CLOSSES SUCCESSFUL SESSION

The Leipzig Fair has just concluded its 1978th session with a marked increase in attendance and the number of exhibitors. The generally greater activity in world trade is reflected by the attendance of over 150,000 exhibitors and buyers, attracted from 74 countries. More than 6,000 buyers from foreign countries including the United States, visited the fair, as compared with 3,700 foreign buyers last fall. The fair comprised 5,505 exhibits of the newest art and industrial products, including 361 from countries other than Germany, an increase of 35 per cent over 1936. American participation has fully doubled. A general increase in the demand both for raw materials and finished products was indicated in world markets.

"BEN" BOLDT TAKES OVER ADVERTISING AT ROCK-OLA

K. F. Boldt is new advertising manager at the Rock-Ola Manufacturing Corporation. Mr. Boldt comes to Rock-Ola with a broad background of experience in the advertising and sales promotional field. During recent years, he has formulated many successful complete sales and adver-



Ben Boldt

tising plans in varied fields of manufacture. His ability to co-ordinate the merchandising programs of jobbers and distributors with that of the manufacturer will intensify this close working co-operation which has always been a matter of policy at Rock-Ola. Previous to this contact and production work through advertising agencies, he served eight years in complete charge of advertising and sales research work for the country's largest fabricated woodwork concern in the building field. It is expected that "Ben" Boldt will bring new and added vitality to the already intensive advertising program of the Rock-Ola Corporation. Mr. Boldt states in an interview that "It is with complete joy that an advertising man finds himself in a position where the company's products are so outstanding that magnified phrases need not be used in conveying the advertising message. Rock-Ola products predominate their field in mechanical perfection and beauty. Therefore, the company's advertising need only be truthful to be forceful."

Teacher: "Can you give me an example of wasted energy, Bertram?"

Bertram: "Yes, sir. Telling a hair-raising story to a bald-headed man."

DAVAL PRESENTS NEW COUNTER GAME

Chicago, Ill.—Daval Manufacturing Company, now in the midst of top speed production on the great Reel Spot counter game, announces that production has also begun on another counter game which will be "the perfect companion game to Reel Spot."

The game, which is called Daval Derby, is the "lay-down" type of counter game and has proved popular with many operators throughout the country. It is an eight-coin race-track game which can be played by eight players at the same time. A feature of the game is the four-way play coin-slot which takes any coin from a penny to a quarter. The game provides the thrilling excitement of larger and much more expensive race-track games, but possesses the advantage of small size and can easily fit into any location. Indeed, many locations can accommodate three or more Daval Derbys.

Modernistically designed in a grained wood case with chrome railings, Daval Derby has a flashy, attractive and colorful appearance. Eight miniature horses actually run around a circular track, and stop at win, place and show odds, ranging from 2 to 40 to 1. The game is sturdily constructed and is mechanically "precision-built" in the well known Daval tradition. Complete visibility enables the location owner to see the last eight coins played.

"It seems that many ops like this type of game," said a Chicago distributor, "because its lay-down position takes up very little space, and doesn't over-shadow other articles on a counter."

"The game is presented," according to Mr. A. S. Douglass, president of Daval Manufacturing Company, "because of widespread demand for this type of counter game which has been found to be most effective on many locations. This type of game seems to last for a very long time on the average location and also gets a very steady and profitable play. To enhance the profit opportunities for the operators of Daval Derby, we have provided eight coin-slots as well as eight individually numbered horses so that the spinning of the horses around the track keeps the suspense until the last second. The odds are big enough to invite constant repeat play."

DECCA OPENS NEW MEMPHIS BRANCH

On September 1, Decca Distributing Corporation, wholesale distributors of Decca All Star records, phonographs, Permo needles and Sylva tubes opened their new branch at 615 Monroe avenue, Memphis, Tenn. This is a full stocked factory branch that will serve phonograph operators and retail dealers throughout the Memphis territory. Operators particularly welcome the opening of this new office so that they can avail themselves of the money making hits that are available on Decca records.

The Memphis office is under the jurisdiction of the New Orleans branch. Mr. John S. Hornsby is manager and Miss Lorraine Fleming office manager. They will be most pleased to welcome the many Decca friends upon their visits to Memphis.

ATTENTION TEXAS MUSIC OPERATORS

The Legislature of the state of Texas, when in extraordinary special session, will no doubt seek to raise revenue by increasing the tax on phonographs as well as by other means. Phonograph operators should be on their toes to see that legislation is not enacted to make their taxes heavier than they already are. It is estimated that there are some 10,000 phonographs licensed in the state at \$2.50 per year each.

Operators will remember that about two years ago they agreed to pay \$1.50 per machine in three monthly installments of 50c each in order to have representation in Austin. If the ops will do this there will be plenty of money to keep someone looking after their interests. We are advised by Mr. Drollinger that he finished paying the attorneys' fees for their services rendered in appearing before the Legislature and urging the passage of a bill lowering the tax to \$2.50.

Phonograph operators should surely co-operate and see that they do their part towards financing such a move.

"My home town is so tough," boasted the bold bad man to his crony, "that the canaries all sing bass."

"Huh, that's nothin.' Where I hail from they had to shoot a man to start a graveyard."

CIGARETTE MERCHANDISERS ASSOCIATION OF NEW JERSEY

The promotion committee headed by John Sharenow is arranging a series of educational talks to be given by outstanding members of the automatic merchandising industry at the meetings of the Association.

At the last meeting Mr. Rex Denenot of the Eliel Loeb Co., spoke on "Insurance Problems of the Vending Machine Operator," while Mr. Abe Blumberg, sales manager of the Maryland Match Co., discussed the "Burning Question." Both talks were so well received that the promotion committee voted unanimously to continue the program. At the next meeting which will be held on September 28, 1937, Mr. Harry Greenberg, familiarly known as the "Match King," will speak on the advantages of trade association membership, while Mr. Leonard Ziegler, owner and manager of the Leonard Sales Co., will read a paper on "Accounting Practice for the Automatic Vending Industry."

In keeping with this policy the committee has in mind to invite several prominent men in the industry to discuss problems of common interest. Since these talks are given before the meeting is in progress, visitors may be permitted to attend upon application to the Association office.

Managers of other associations allied to the automatic merchandising industry are invited to mail papers to the office to be read by the committee at the meetings.

In order to foster a still better spirit of co-operation, the committee is planning a dinner and dance to be given at a local night club sometime in November, to which invitations will be extended to those associated with the industry. The expense will be borne by a subscription by each member and their guests. Corsages will be presented to the ladies. A record attendance is expected due to the success of the first annual outing which this committee conducted.

Officers of the Association are: President, Charles W. Stange; vice-president, Harry P. Cately; treasurer, Max Jacobowitz; secretary, Michael Lascari; sergeant-at-arms, Nicholas Marino; counsel, Sol L. Kesselman; manager, LeRoy B. Stein. Offices are located at 60 Park Place, Newark, N. J. Telephone Mitchel 2-4388.

AUTOMATIC WORLD

120 St. Louis Avenue
FORT WORTH, TEXAS

AUTOMATIC WORLD PUBLISHING CO.

An independent nationally circulated journal published monthly in the interest of the Vending Machine and Coin Operated Device Industry of America.

OSCAR J. BRANCH - - - - Editor
AARON SMITH - - - - Business Manager
W. C. DILLON—Chicago Representative—Franklin 4094

Subscription Price:

One Year	\$1.00
Three Years	\$2.00
Canada, One Year	\$1.75

Advertising Rates Furnished Upon Application

THE NATIONAL MAGAZINE OF THE COIN MACHINE INDUSTRY

IMPROVEMENT IN BUSINESS CONDITIONS HELPS COIN MACHINES

Making a somewhat hurried trip through the Mid-West recently in which several states were touched, a member of AUTOMATIC WORLD staff found quite a more cheerful view of the situation in the coin machine industry than that which prevailed in the late spring and early summer months.

In some localities closed territory has been opening up and in many places operators are trying out novelty machines. As a rule, novelty machines have not proved as good money makers as the pay-offs, but on the other hand they are giving the operators no trouble from police interference and thereby costing less to operate.

Improvement in general business conditions is also having its reaction in our industry. This was especially noticeable in the Southwest, where harvesting is in full swing and from Southern states where a bumper cotton crop is being marketed. Quite naturally the attendant prosperity in these sections is helping the coin machine industry, and even better times are anticipated.

In the manufacturing division of the field there was a definite trend toward increased production and a recognition of the fact that the industry cannot remain down. New orders have been going in and increased production is the result. Perhaps there are new machines in the making, but no manufacturer would give out anything along this line, and operators will just have to watch for announcements from month to month. In the meantime several manufacturers gave the assurance that recent new games, both in pay-offs and novelties, were going good.

MAKE YOUR RESERVATIONS EARLY!

We have received by registered mail our copy of the floor plan for the Tenth Annual Exhibition and Convention of the Coin Machine Industry at Hotel Sherman, Chicago, Ill., January 17, 18, 19 and 20, 1938.

This yearly convention is conducted by the National Association of Coin-Operated Machine Manufacturers.

In our opinion this will be a bigger and better show than ever, because of returning prosperity and the growth of our industry. Manufacturers who want to exhibit their machines should make reservations immediately. For further details write National Association of Coin-Operated Machine Manufacturers, 120 South LaSalle Street, Chicago, Ill.

FREE PLAYS INSTEAD OF PAYOFFS

At least one state is testing out the legalizing of certain coin machines which some manufacturers and operators think will help the industry while at the same time upholding anti-gambling laws which the public demand.

This law, as we understand it, legalizes marble boards and novelty machines which have no pay-off, but it allows the operators of such machines to give free plays for certain high scores. It seems that slugs given for these free plays may be sold back to the location owner for cash, if the player prefers to do so rather than play them off.

Perhaps some of the states which have stringent laws against pay-off marble boards might be induced to liberalize their laws in line with the above statute. At any rate, it would seem that no harm could come from bringing it to the attention of the members of your state Legislature.

GET READY FOR THE NEXT BIG SHOW

Well, it's about time to be thinking about the next National Coin Machine Show and making your plans to attend it. Last year's show broke all previous records for attendance, but with new conditions and new interests to consider, the attendance at the next Show should far outdistance the last. And judging from inquiries among our readers and from letters from all sections of the country, we predict that it will be the biggest meeting ever held by operators and manufacturers.

If you have been attending the national shows, you know that the money spent there was your best investment of the year. If you haven't attended before, try it and you won't miss another.

W. H. MILAM WRITES OF WURLITZER CENTURY CLUB PARTY

September 22, 1937.

Mr. Oscar J. Branch,
Fort Worth, Texas.

Kind Sir:

In answer to yours of the 17th inst.

On August 5th I received a letter from the Rudolph Wurlitzer Co., North Tonawanda, N. Y., inviting me to attend an operators' convention to be held in Buffalo, Niagara Falls and North Tonawanda on August 25th, 26th and 27th as honored guest, being one of the oldest operators in America, which invitation I promptly accepted.

The Texas delegation met in Dallas at Mr. Harry I. Drollinger's office, he being the affable Texas representative of the company. We were assigned to our berths on the commodious train of the New York Central on the night of the 23rd and arrived in Buffalo at 2:30 a.m. on the 25th, and at 6:30 a.m. we boarded busses waiting for us and were taken to the Statler Hotel. I was assigned to room 514.

In a short time a sweet feminine voice called to say that room 518 would be headquarters for the nine honored guests with their escorts, during the convention. At once I went to room 518 and met Mr. and Mrs. Harry King and two of the factory boys who were the most wonderful entertainers it has ever been my pleasure to meet. Refreshments, cigars and a delightful breakfast in the beautiful hotel dining room—no charge, everything free. Texas money no good in Buffalo. At 7 p.m. a splendid dinner banquet for all the delegates was served in the commodious dining halls of the hotel with Art Leard's dance orchestra,—all singing—spicy talks by H. E. Capehart and George R. Fisher. Introduction of the nine honor guests—vaudeville, magic, boxing, wrestling, and dancing.

The next day was spent at the factory at North Tonawanda, and the men donned overalls and the women aprons and the delegation became one big family. However, Mr. C. L. Denard and myself, being the two honor guests from Texas, and being dressed as cowboys, were not allowed overalls. In groups with a guide we went through the factory. One thousand, seven hundred workers were busy assembling the Simplex, a machine almost human, that reproduces

any and all sounds whatsoever perfectly, and in honor of which this convention was held. Then to the famed Wurlitzer Park to enjoy a mammoth circus, baseball, horse-shoe pitching, etc. A two-hundred-foot counter was filled high with all kinds of sandwiches, and oh, the good cold beer from the keg! At 6 p.m. the wonderful clam bake, chicken and lobster with cocktails, cigars, cigarettes, etc., and last but not least, the nine honor guests with their escorts were loaded in automobiles and



W. H. Milam, Sr., Waco, Texas, who attended the Wurlitzer Century Club meeting at Buffalo, as one of the nine honored guests.

taken to Canada over the international bridge to view the Niagara Falls illuminated by colored lights, enough to light a city of 300,000 people. Such grand views and so unexpected, and then back to Buffalo and the Statler Hotel.

The last day of the convention was spent in Niagara Falls. Lunch at 12:30 at Cataract House, ride on "Maid of the Mist", a commodious boat that went up to the Horse Shoe Falls on the Canadian side. Millions of tons of water per minute, and as clear as crystal. Next, the trip to the "Cave of the Winds," specially dressed in slicker and head gear. You almost lost your breath and got a good bath. Back to the Statler Hotel at 5 p.m. Banquet at 8 p.m. in the Grand Ballroom of the hotel—vaudeville and dancing with music by Art Leard's orchestra and then to the train for home. After landing

in Buffalo there was not one dull moment . . . nothing but fun and entertainment on a stupendous scale, and this in honor of the Simplex automatic music machine, manufactured by the Rudolph Wurlitzer Co., which firm is the largest musical instrument dealer in the world.

This convention can never be equaled by any other company in any other line of business. The master mind, Mr. H. E. Capehart, with his able assistants, planned and executed without a question one of the most comprehensive, elaborate and enjoyable entertainments that it is possible to contemplate.

The Simplex is shipped all over the world and it is known for its simple construction, its lasting durability, its beautiful design, filling a world want for the most precious thing known to the human heart, melody. Yes, music, that which represents the most sacred, the most profound and the most beautiful thoughts of mankind expressed in sound, set to melody and delivered by the greatest artists of the world, and reproduced by the Simplex as true and sweet as though it was the original.

Just as the Rudolph Wurlitzer Co. make the Simplex excel all other automatic machines with its almost human action, so did this convention excel all other conventions. Good-bye to all.

W. H. MILAM, Sr.

Editor's Note:— The above letter was received from W. H. Milam, Sr., in answer to a request for his impressions of the Century Club meeting.

George Wrenn has returned to his office after spending a week in Chicago and St. Louis looking over and taking on some new lines of machines. He reports that he has several new numbers that will be of much interest to operators. He is going to make an announcement within the next week or ten days of the various machines he is adding to his line.

* * *

Kenneth Main, formerly Wurlitzer service instructor in Michigan, Indiana and Kentucky, has been transferred to Harry Drollinger's territory in Texas, relieving temporarily Leo Pasciak, who is working in the factory at North Tonawanda while receiving some special medical attention. Mr. Main is accompanied by his wife, who is enjoying her first visit to Texas.

Here's the latest alibi for the late home coming husband: "I've been sitting up with a sit-down striker."

"ALL ABOARD," SAYS O. EDGE

No, this is not a motorman bringing his car down the track, but O. Edge, a good old music operator, standing in the front of this car, lo-



cated on a heavily traveled highway. The young lady about to enter the place of business is the proprietress. Mr. Edge is a big operator of Wur-

litzer phonographs and lives in Pleasanton, Texas. This particular spot is considered a honey, and Wurlitzer's machine gets a big play every day in the year.

From a distance this car appears to be moving down the highway. However, it is just an optical illusion as the car is placed here as a business house, and you can listen to Wurlitzer's phonograph while you have a drink and something to eat.

Mr. and Mrs. Edge recently made a trip to the Wurlitzer factory and attended the Century Club meeting in Buffalo.

ILLUMINATED BUMPERS ADVERTISE "AIRWAY"

Word of mouth advertising on the part of "pin game" fans is materially stimulating play on Bally's 1937 Airway novelty game, according to reports received by Ray Moloney, president of Bally Manufacturing Company.

"Operators report an unusual amount of comment on the new Airway game," Ray stated, "and it is the light-up bumpers which is responsible for most of the talk. Several operators have told me about

overhearing players mentioning 'that game with the bumpers that light up' and expressing their enthusiasm over the novel effect."

"Besides the flash and eye appeal of different colored lights gleaming through the spirals of the bumpers and flooding the play-field with a rainbow glow, the light-up bumpers greatly add to the play-appeal of the 1937 Airway by giving the player a 'hit by hit' visualization of his progress in the game.

"From every angle, the 1937 Airway has everything required for steady profitable play. Bumper action, plus a progressive scoring system which has been proven successful on some of the greatest hits in history. It has the high-score appeal so necessary to novelty game success, and at the same time it has an adaptation of the changing odds and win-place-show idea which has been so consistently popular in payout games. It's a fascinating amusement table, an ideal skill-award game, and also ideal for competitive play. As a result, 1937 Airway appeals to every type of player and is producing the kind of profits operators got used to on our famous original bumper game."

WISE OPERATORS, LET US SAVE YOU TIME AND MONEY ON NEW AND USED EQUIP- MENT. DEAL WITH F. A. B. AMUSEMENT CO.

Used Florida Equipment for Sale on and After October 1, 1937

- | | |
|---|--|
| 700 Mills, Jennings, Watling and Pace slot machines | 6 Ray's Tracks |
| 600 Cabinet Stands | 25 Evans Galloping Dominoes, Rolletto Jr.'s, and Bang Tails, Chuck-A-Lettes, Pamco Races, Track Times, Dominoes and Jennings Liberty Bell. |
| 150 Folding stands for all makes of slots | |
| 10 Pace Races | |

Used Equipment for Immediate Sales

- | | |
|---|---|
| 200 Wurlitzer 616's and 716's, slightly used. | 20 Mills 801's. |
| 600 Wurlitzer P-412, P-312 and P-400's. | 50 Seeburg Jr.'s. |
| 200 Wurlitzer P-12's. | 40 Seeburg Selectophones and Symphonolas. |
| 75 Wurlitzer P-10, P-20 and P-30's. | 6 Buckley Diggers. |
| 25 Mills Dance Masters. | 3 Iron Claws. |
| 25 Mills Troubadours. | 4 Skee Balls. |
| | 15 Rotary Merchandisers. |

NEW EQUIPMENT

Special close-out Sale on Sandy Horses, counter games.....\$12.50

OPERATORS, WE ARE DISTRIBUTORS FOR FAMOUS WURLITZER PHONOGRAPHS. WRITE US FOR PRICES, CASH OR TERMS. IMMEDIATE DELIVERIES ON MODEL 616-A.

F. A. B. AMUSEMENT CO.

DISTRIBUTORS

111 East Garden Street

PENSACOLA, FLORIDA



Two of the best repair men in the coin machine business. Irving Mitchell and Barney Kahn of D. Robbins & Co., Brooklyn, N. Y.

A child was having a geography lesson and came to the word "earth." He couldn't pronounce it; so the teacher said: "Gene, what do you live on?"

Gene looked embarrassed for a moment, then said, "Beans."

J. P. SEEBURG CORPORATION
1500-1524 DAYTON STREET
CHICAGO

EXECUTIVE OFFICES



Dear Mr. Operator:

Regardless of how many machines you operate, I know you are always anxious to get "profitable spots". Yet, your sincere efforts are often stymied by the location owner's reply, "you can't offer me a thing that I'm not getting now!"

Yes, I will admit it was tough trying to get the good "solid" locations. There was little variance in what one operator had to offer over another.

Today, it is a different story. The J. P. Seeburg Corporation has made it possible for you to offer the location owner a machine that will add to the beauty and popularity of his establishment ... a machine that will increase his profits and yours 300%.

Again, the J. P. Seeburg Corporation has set the pace with these "Automatic Phonographs of Tomorrow". The Seeburg organization has pioneered every major development in automatic phonographs since their inception. The new Illuminated 20 Record Multi-Selector Seeburg Symphonolas, Royale and Rex, are admittedly "Years ahead of any other now on the market".

Consider the exclusive Lumalite (Illuminated) Grille, the Illuminated Roto-Color Chamber, the Simplified 20 Record Multi-Selector, the Matchless Beauty of the Cabinets, the incomparable High Fidelity Full Range Tone, the Illuminated Staggered Program Holder, the Automatic Record Indicator and the proved Reliability of the Seeburg Symphonola mechanism ... Mr. Operator, you've got plenty to offer that location owner!

Seeburg operators are moving in on the locations they want ... nothing can stop them ... the Symphonolas, Royale and Rex, have no competition.

Write to me personally. I am ever so anxious to give you actual proof that on hundreds of locations these illuminated masterpieces of musical tone have increased weekly receipts from \$5 and \$6 to \$75 and \$80. Let me explain why, more than ever before, "The Seeburg Franchise is More Valuable!"

Sincerely,

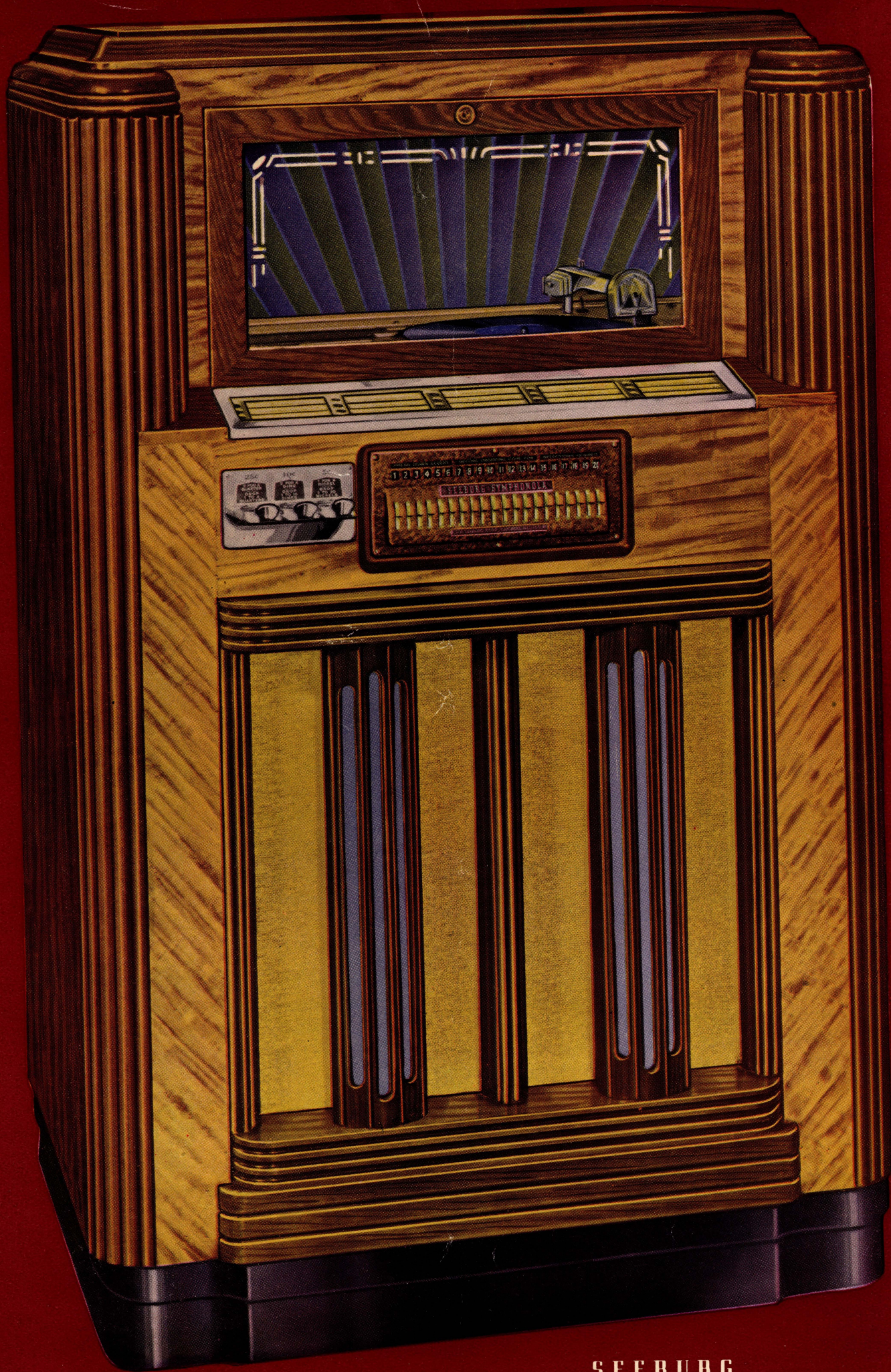
J. P. SEEBURG CORPORATION

H. T. Roberts
H. T. ROBERTS

HTR:



SEEBURG
Symphonola ROYALE



SEEBURG
Symphonola REX

20 RECORDS

SEEBURG MULTI-SELECTOR SYMPHONOLAS

Royale

CABINETRY . . . Sheer beauty in wood plus indirect illumination produces a distinctive attention-compelling modern automatic phonograph cabinet. Sturdily constructed of **HIGHLY FIGURED ORIENTAL** and **MAPLE BURL** . . . entirely hand rubbed. Alcohol-proof, stain-proof, mar-proof and chip-proof. 56" high, 36" wide, 24½" deep. Only **SEEBURG SYMPHONOLAS** have illuminated cabinets!

LUMALITE GRILLE . . . Long tubular lights, concealed on each side of the Grille, reflect on fluted colored glass rods to create a striking effect against a metallic gold mesh background. Only **SEEBURG SYMPHONOLAS** have the **LUMALITE (Illuminated) GRILLE**.

ROTO-COLOR CHAMBER LIGHTING . . . Soft colored lights, projected against the background of the record chamber, create a fascinating moving-cloud effect.

8 TUBE HIGH FIDELITY AMPLIFICATION . . . Clear full range High Fidelity reproduction! Handles any power output. **FIXED BIAS AMPLIFIER** positively prevents distortion. Equipped for extra speaker attachments.

TWO SUPER DYNAMIC SPEAKERS . . . A 15" Super Dynamic Speaker, combined with a smaller Super Dynamic Speaker, gives the greatest possible full frequency range and assures perfect tonal clarity at any volume.

PERFECT FULL RANGE TONAL REPRODUCTION

20 RECORD ILLUMINATED MULTI-SELECTOR

ILLUMINATED "STAGGERED" PROGRAM HOLDER

ILLUMINATED "RECORD PLAYING" INDICATOR

Four Suspension Record Trays - Seeburg Dual Tone Compensator - Concentric Tone Arm - Magneto-Induction Free Floating Pickup Head - Bakelite Housed Contact Spring - Spring Mounted Chassis - Tamper Proof Veeder Counter Register - Front Chassis Accessibility - 5c - 10c - 25c Coin Chutes.

These features will SELL more music on every location!

SOUTHERN SEEBURG REPRESENTATIVE

ELECTRO-BALL COMPANY, Inc. - 1200 CAMP STREET, DALLAS, TEXAS

BRANCHES IN

Waco, Houston, Fort Worth, San Antonio, Wichita Falls, Texas; Memphis, Tenn.; New Orleans, La.; Oklahoma City, Okla.

Rex

CABINETRY . A new Seeburg conception of modern phonograph cabinetry, employing indirect lighting and **HIGHLY FIGURED ORIENTAL** and **PRIMAVERA** veneers. Completely hand rubbed, alcohol-proof, stain-proof, mar-proof, chip-proof. 50" high, 31" wide, 22" deep. Only **SEEBURG SYMPHONOLAS** have illuminated cabinets!

LUMALITE GRILLE . . . Two long tubular lights, shaded with colored, unbreakable, translucent Tenite, reflect on a metallic gold mesh background to create an enchanting lighting effect bright enough to cast a glow throughout an average size location. Only **SEEBURG SYMPHONOLAS** have the **LUMALITE (Illuminated) GRILLE**.

INDIRECT COLOR LIGHTING IN RECORD CHAMBER . . . A combination of harmonizing lights reflect against the "fan-fold" record chamber background to add to the irresistible eye appeal of the **REX**.

7 TUBE HIGH FIDELITY AMPLIFICATION . . . Perfect High Fidelity full range reproduction at any volume with tone balance guaranteed by the **FIXED BIAS AMPLIFIER**. Equipped for extra speaker attachments.

SUPER DYNAMIC SPEAKER . . . Tonal clarity, regardless of volume, is assured by a 15" Super Dynamic Speaker which provides complete full frequency range.

J. P. SEEBURG CORPORATION

LOUISIANA

By ADAM LEIDENHEIMER

The first brisk days of autumn visit Louisiana as the season's first tropical disturbance "draws in" premature chilly weather of more northern climes. The kids have gone back to school. All business takes on its fall invigoration and more ambitious coin machine ops are already putting into play new ideas as rural areas of the state show marked improvement over a month ago while industrial sections lag a bit longer awaiting receipt of sure-to-come orders for winter needs.

* * *

With the approach of fall comes reports of the usual pre-season changes in locations, managements and distributing channels. Several such changes have been reported in the past 30 days in the Crescent City area.

* * *

Jules H. Peres, recently placed in charge of the Jerry Germetis Novelty Company as the genial Jerry wends his way to his native Greece for a well-earned vacation of possibly a year or more, has taken over the phonograph operations of the Melody Music Company to give Louisiana one of the largest music operating and distributing concerns in the South.

* * *

Edward Rodriguez and James Talon, owners of the American-Southern Coin Machine Company, distributors in the state for Western Equipment and Exhibit Supply, announce plans for doubling their floor space through rental of the adjoining office at 435 Baronne Street.

* * *

The Automatic Coin Machine Company has taken over the more spacious and more modern office at 825 Poydars Street with "Mac" McNally and Peter Nastasi reporting need for more room.

* * *

Preparing for a big winter business, owners of the Sport Center, New Orleans' big playland, have completely renovated the big downtown spot and have put in about a half dozen latest ideas of the big Chicago houses, including a Western Pike's

Peak, Exhibit's Track Meet and Keeney's Hot Tip. Mark Boasberg, better known as Jack Sheehan, manager of the Sport Center, believes that his playland will enjoy its biggest season in the 1937-38 season but says he will back up his judgment with regular purchase of new ideas throughout the period.

* * *

Dolly Flasher is surely creating a terrible heartthrob in the old Pelican State. Her tie-in with Mills new pin game is a sensation and distributors of other makes of machines are now clamoring for rivals as a playup for their respective games. Her picture is pasted over the town like circus advertising and flattering remarks are commonplace.

* * *

Ambitious plans for organization of a statewide association for phonograph operators are being laid in Louisiana. There is already one of the best regulated groups in the country perfected in New Orleans with President Brennan doing a fine job where others left off. One of the prime movers for the state group is Buster Clesi of the Great Southern Novelty Company at New Orleans. Buster is now busy addressing letters to all music operators known to him asking for an early organization gathering in Baton Rouge, possibly sometime in October. In order that no one should be left out, Buster asks AUTOMATIC WORLD to request all music operators to send in their addresses to him at 712 Girod Street.

* * *

Enthusiastic over prospects for the coin machine industry in the South as well as Middle West and East are Louis Boasberg and Ray Bosworth, partners in the distributing firm of New Orleans Novelty Company following an extensive trip of six weeks over these sections of the country. Louis and Ray spent two weeks in Chicago conferring with Gottlieb officials in mapping plans for a big fall and winter campaign in the Louisiana territory before going over to New York for another fortnight.

Coin machine operators of Louisiana are beginning to have plenty of trouble with "borers," who are getting away with hundreds of dollars by prying holes in the top panels of pin tables and inserting clockwire springs to make payoff contacts. A group of six were caught in the act of systematically robbing tables in New Orleans early in September, and were arrested and finally chased out of town by the police. But the "boring" continues and only operators who have found out one sure cure have found themselves safe from robbery. These have placed long, wide sheets of brass over the panel joints and the "borers" have not been successful as yet in penetrating the heavy metal strips.

* * *

C. P. Persons, popular music operator of Plaquemine, reports a fine demand for Wurlitzers in the Sugar Bowl section. One of the busiest men in that section of the country, Mr. Persons also edits the Plaquemine newspaper and has several other business interests. Mrs. Persons is a true side-worker and co-edits the newspaper which never fails to carry full page ads of Wurlitzer's good points.

* * *

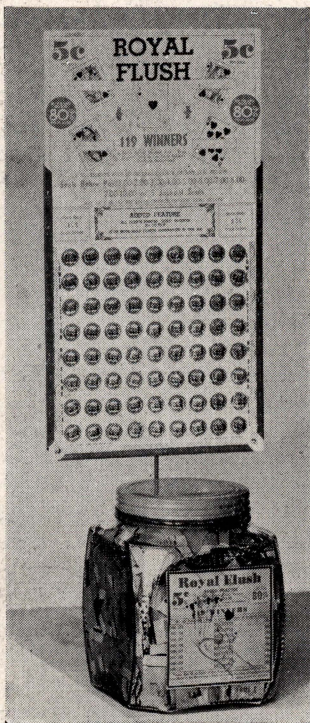
The Great Southern Novelty Company reports fine results of an extensive radio commercial over station WJBW in which rentals are played up. Owner Clesi said he took the time as an experiment and now is satisfied to leave the time stay permanently for a buildup of rentals.

* * *

With the closing shortly after Labor Day of Pontchartrain Beach, Manager Harry Batt is already laying plans for the coming Chicago convention. Harry is priming up his fine German band which proved such a sensation at the beach this season as an added attraction at the convention as a compliment of the Louisiana bunch. And talking about the beach, Harry said that it was the biggest season in the resort's decade of history.

OPERATORS AND DISTRIBUTORS IT'S HERE

The amazing new 5 jackpot
jar game



ONE OF UNIVERSAL'S FAMOUS SIX DEALS

THE AMAZING NEW JACKPOT JAR GAME

ROYAL FLUSH 5—JACKPOTS—5

5 times as much sales-appeal.
New extra jackpot feature 3-way protection.

12 jackpot tickets protected.

72 Seals on lower section of Jackpot card paying awards ranging from \$1.00 to \$10.00, also five Jackpots with the following suggested prizes: Ace, \$15.00; King, \$12.50; Queen, \$10.00; Jack, \$7.50; Ten, \$5.00. If the suggested Jackpot prizes are used, the deal will average as follows:

Deal takes in 2520 @ 5c.....\$126.00
Pays out (average).....82.00

Profit (average)\$ 44.00

Jobbers-Distributors write for quantity prices, territory and literature on our famous six new deals.

SAMPLE \$6.45

Universal Manufacturing Co.
104 East 8th St. KANSAS CITY, MO.

MANUFACTURERS ONLY

Members National Association Tally
Card Manufacturers

CHARLOTTE, N. C., FIRM EXPANDS

Word has been received from George Kostakas, proprietor, that the Kostakas Novelty Co. of Charlotte, N. C., has moved into its own new and modern building at 1338 South Mint Street, and has also opened a branch office and headquarters in Baltimore, Md., at 5 South Eutaw Street, known as the Dixie Coin Machine Co.

KANSAS CITY ANNOUNCES NEW JAR GAME FACTORY

Kansas City, Mo.—After years of experience in manufacturing and jobbing in this section, Joseph Berkowitz announces his association with Richard Chandler, well-known local printer.

The new firm, with the factory site at 104 East Eighth Street, will be known as the Universal Manufacturing Co.

Already employing a staff of fifty workers in the factory and over 500 "home-workers," the plant gives great promise of successful operation.

Berkowitz is well known to local operators, having been active in both manufacturing and jobbing in the salesboard field in this section for over 20 years. Chandler is also an old-timer in this field and this combination of printing skill and manufacturing experience should prove to be just what the Middle West has needed for a long time.

According to Berkowitz, his new firm will be one of the most up-to-date factories in this territory. "Local operators are behind our factory 100 per cent," he says, "because we intend to supply them with just the kind of merchandise they need for successful operation."

The new company has already incorporated several original and clever ideas in their new jar games, for the benefit of operators.

"In designing our jar games," Berkowitz says, "we have decided to

incorporate the most profitable and the most popular features in the industry along with our own new ideas that will help to make this new type of game a successful and permanent thing." "I also believe," he continued, "that our new deals will not only capture the interest of players and operators alike, but will lead to better sales and larger, steadier profits."

"To give quality merchandise at popular prices is our aim, and to work also to produce the kind of merchandise that will solve the prob-



RICHARD CHANDLER

Factory Superintendent, Universal
Mfg. Co., Kansas City

lem of the operator. Protected merchandise for the benefit of the operator's profit."

Co-operation and service will be the keynote of the Universal Manufacturing Co., and under the able management of Joe Berkowitz and Richard Chandler this new factory will soon be a leading factor in the promotion of jar games, tip books, and similar merchandise.

The plant is equipped with the most modern and complete facilities for work of this kind. New machinery is coming in all the time. The printing staff is composed of men who have had years of experience at this work, and they are fully qualified and able to handle any work of this kind.

The company is now ready to produce any amount of work in a courteous, prompt, and efficient manner.

They also wish to announce that they belong to the National Association of Tally Card Manufacturers.



JOSEPH BERKOWITZ

General Manager, Universal Mfg.
Co., Kansas City

DERBY

ARISTOCRAT IN CLASS!
PLUTOCRAT IN EARNINGS!



Console



MULTIPLE 9-COIN HEAD!

**GREATEST EARNING
POWER EVER PUT
INTO A GAME!**

Never before have racing fans offered a game of such allure! Never before have operators seen a game of such profit capacity! **DERBY CONSOLE MULTIPLE** has **EVERYTHING**—matchless beauty!—furious action!—eye-appeal!—play-appeal!—**MASS EARNING POWER!**

9-Coin Chute permits 9 plays at once! Horses are selected by placing coins in corresponding chutes. Pays for Win, Place, Show and Fourth, odds 4-1 to 40-1! Additional “come-on”:—if all 9 horses are played, Daily Double or Field may be won by any one of the 9 players with odds 20-1!

Massive De Luxe cabinet in matched walnut veneer! Silver-etched, multi-colored plate glass field! Spinner Light playing action! Mystic third Dimensional Back Panel! Scores of super features! New precision-built mechanism!

DERBY CONSOLE MULTIPLE will **GET** you the **BEST** locations and enable you to **HOLD** them with a steady stream of **BIG-TIME PROFITS!**

SEE YOUR DISTRIBUTOR OR
WRITE FOR PRICES

D. GOTTlieb & CO.
2736-42 N. Paulina St., CHICAGO, ILL.

IMMEDIATE DELIVERY

**SCORING A BIG HIT!
DERBY CONSOLE
WITH MYSTERY SINGLE SLOT!**



Electropak (AC) Equipped
Ticket Model Extra

5c or 25c Play Optional!

★ **MULTIPLE 9-COIN CHUTES**,
take up to 9 coins at one time!
Earning capacity, nine-fold!

★ **MAMMOTH CONSOLE de luxe**
cabinet, 20" deep, 38" long, 55"
high. Matched walnut veneer, chrome
trim. Disappearing handles for
transporting.

★ **SPINNER LIGHT PLAYING**
ACTION.

★ **CYCLE ARRESTER**, absolutely
prevents cycling; foils sharp-
shooter systems.

★ **ADJUSTABLE AWARDS.** Au-
tomatic electrical control.

★ **HAMMOND ELECTRIC**
CLOCK, 6-way fuse, and scores
of other features!

ROCK-OLA'S IMPERIAL 20 WINS OPERATORS' ENTHUSIASM

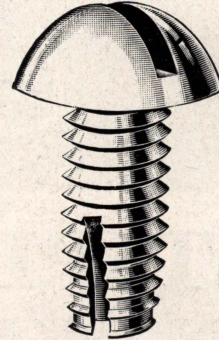
Pioneering the introduction of a 20-record coin operated phonograph, the Imperial 20 introduced by Rock-Ola this spring is now enjoying popular demand among operators from coast to coast. One can easily understand the swing of popularity to this new machine. From the operator's standpoint, increased earning power is of vast importance. With 20 record selection, it is only natural that the machine will receive a heavier play. In addition to popular play, the wider selection is conducive to the playing of quarters and

dimes rather than nickels. Again from the operators' standpoint, they are fully appreciative of the trouble-free mechanical features of all Rock-Ola phonographs. Locations are quick to sense the added play and value of fine cabinet styling. Accordingly, locations are demanding the Imperial 20. The public, upon whom locations, operators, and manufacturers alike must depend for the success of their efforts, are accepting and playing the Rock-Ola Imperial 20 with sincere enthusiasm—it is quite apparent that they are finding in the wider choice of recorded music more pieces that suit their fancy. Many people today like a bit of hill-billy music—the operator can now in the latitude of 20 records cater to every individual's preference. Fine tone quality has always been an accepted superior feature in Rock-Ola phonographs. Recorded music reproduced in its full tone quality without false overtones and modulations. Mr. I. F. Webb, vice-president in charge of phonograph sales has just returned from a West Coast trip and states "there is a noticeably increasing demand for coin operated phonographs—the public has undoubtedly decided that well reproduced recordings of the country's leading bands is their preference in music. Paralleling this observation, we find operators very enthusiastic about the added cashbox receipts they are realizing wherever Imperial 20s are placed.

Another guy who lives on the fat of the land is the girdle manufacturer.

THREAD - CUTTING SCREWS WITH STANDARD MACHINE SCREW THREAD

The Shakeproof Lock Washer Co. has recently announced the develop-

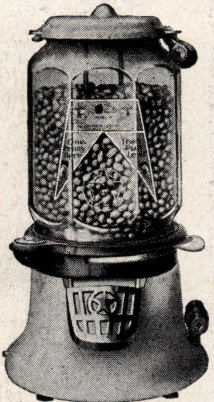


ment of a screw that actually cuts its own thread in metals and plastics of of practically any thickness. Its patented, thread-cutting slot, plus a special hardening process, eliminates the

separate tapping operation normally required in the use of standard machine screws. Important production savings in both labor costs and time are assured by the use of this new fastening method and, because the screw remains in the threads it has cut, a better fastening is certain. Another advantage is the fact that, should it ever be necessary to replace the screw, an ordinary machine screw of the same size will fit its threads. A free demonstration kit of Shakeproof thread-cutting screws, including an assortment of different sizes and complete instructions for testing, can be had by writing the Shakeproof Lock Washer Company, 2501 North Keeler Avenue, Chicago, Ill.

Ordinary life begins at forty—but in an automobile death begins at forty.

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Peanut and Confection Vendor



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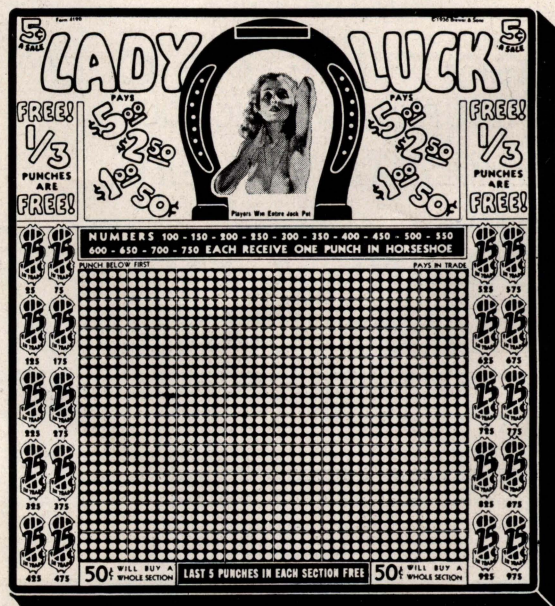
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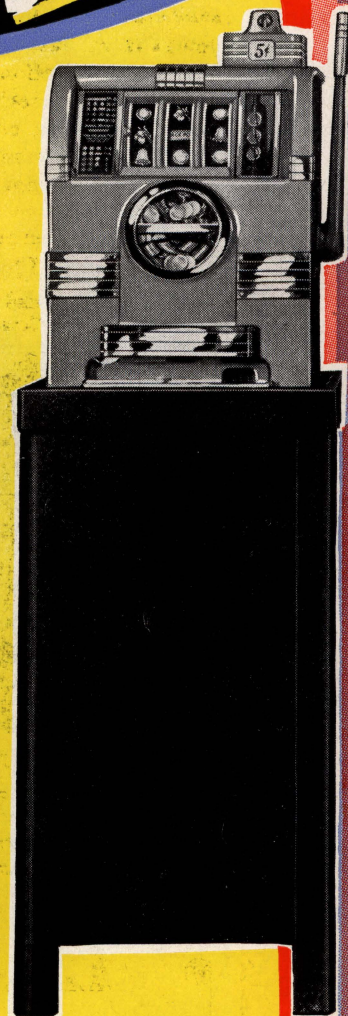
"REVOLV-A-ROUND" DE LUXE

DOUBLE Weighted STAND with adjustable lifting rails and new, exclusive, concealed gripper lock and clamping device. Machine at left turned to empty coin box. Weight (not filled) 150 lbs. net. Colors as illustrated.



STANDARD DOUBLE SAFE TWO STYLES ● FRONT DOOR ONLY FRONT AND BACK DOORS

With exclusive, concealed gripper lock and clamping device and adjustable lifting rails. Weight (not filled) 235 lbs. net.



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"REVOLV-A-ROUND" DE LUXE

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DERBY CONSOLE IN 9-COIN MODEL

Highly enthusiastic over the fine reception given their mystery single slot Derby Console game recently introduced, D. Gottlieb & Co., this week announced the companion model, Derby Console with multiple 9-coin head.

"Derby Console Multiple has the greatest array of proven play-compelling features ever put on a game," said Dave Gottlieb, president of the company. "From start to finish, it shows something new in 'class,' and the new 9-coin model retains these features, adding to them its manifold earning capacity. Its horse race play has been selected by operators themselves as the type of play most universally popular in coin machine games. Derby Console is the game that glorifies horse racing and sat-

isfies the country's craze to the fullest."

"The new 9-coin model," Dave went on, "was designed for the very utmost in profit-making. 5c or 25c play is optional, and with nine plays possible at one time, this game reaches a high point never before attained in earning capacity." As described, the player or players may select any or all of the nine horses as their entries by simply inserting coins in the corresponding chutes. Odds then appear on the back panel and the spinner light goes into action. The payouts are from 4-1 to 40-1 for win, place, show and fourth, and when all nine horses are played, daily double and field may be won, paying 20-1.

The company reports that the features most enthusiastically received by the trade are the massive cabinet in matched walnut veneer with chrome trim; the huge back panel with amplified third dimensional lighting; the silver-etched multi-colored playing field, the improved spinner-light playing action; the field and daily double winning possibilities; the cycle-arrester to foil sharpshooter systems; the disappearing cabinet handles for ease of transporting and the accessibility of all mechanism, including the coin head, by lifting playing top. The new simplified precision-mechanism of the mystery single slot model has also been retained in the new multiple model.

"Orders to date have far exceeded our expectations," said Dave in conclusion, "and the most gratifying reports of the game's phenomenal performance in locations are daily coming in. But they are not unusual. As one distributor put it, 'you've got to be more than human to resist playing Derby Console.'"

ED J. COLLINS CREATES EVANS' HITS

"In our new streamline games, Keeno and Bonus, H. C. Evans & Co. are again presenting creations of Ed J. Collins, chief engineer for the company," said R. W. (Dick) Hood, president. "It was he who a year ago created and perfected Galloping Dominos, Bang Tails and Rolletto, Jr., and thereby introduced an entirely new conception in payouts, console games. Their wonderful performance created a new trend in the industry, a trend which is now at its height."

"The next departure from the usual," Dick continued, "will be streamliners that occupy very little room, yet present high-powered earning capacity. They will be built around the most popular pastimes of the day. Rather than some mere make-believe, they will reproduce the actual play. That's why we are certain that we are again starting a new trend—a swing to streamliners—with Mr. Collins' latest creations, Keeno and Bonus. This belief is more than fully substantiated by the wonderful showing these games have made in tests in every part of the country, proving that the public wants that kind of game and will go far out of its way to play it.

"Keeno and Bonus are built in both counter and console models, so compact that they may be placed al-

F. C. EWING CO.

The Operator's Friend

Triple Cleaned No. 1 Spanish PEANUTS—1937 CROP

Blanched Virginia Peanuts and Cashew Nuts

Fancy Grade for Vending Machines

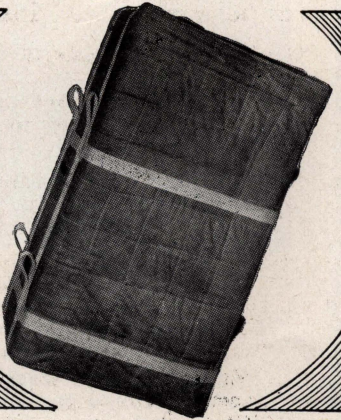
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Move it without a scratch

with the **MASTERCRAFT PAD AND ADJUSTABLE CARRYING HARNESS**

PAD \$7.00 each
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For better protection—no scratching or marring—easier, quicker handling, use Mastercraft Pad and Adjustable Carrying Harness.

Transport your machines easily and safely at minimum cost. Pad is separate from harness and both made to fit all makes of coin operative machines. Pad sturdily constructed of waterproof canvas heavily tufted and harness made of extra strong belting.

We also manufacture special pads to order. Write for 1937 folder and prices.



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ADVANCE VENDING MACHINES

*More Than 100 Models
Send for 1937 Catalogue*

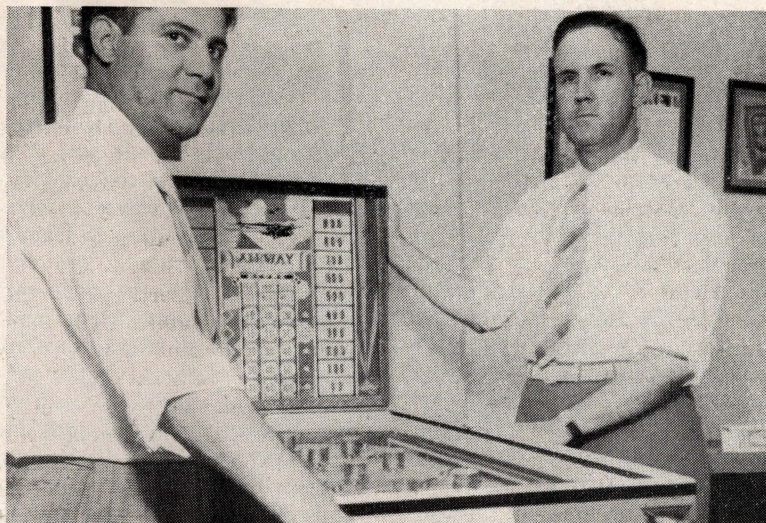
ADVANCE MACHINE CO.

4647 Ravenswood Avenue

CHICAGO, ILL.

most anywhere. Their playing action as developed by Mr. Collins is neither marble play nor spinning reels, but an entirely new idea of brilliant dancing lights. Keeno's play is variously called Bingo, Corno, Fan-Tan, etc., a game that takes the play in every carnival, bazaar, church or club affair, midway or wherever people gather. During 'Banknite' days at the movies, it had its representation as 'screeno.' I don't believe there was ever a play to compare with it in popularity. Bonus similarly is based on the ever-popular cross-word puzzle craze, simplified to the nth degree and yet kept enormously exciting. The lights flit from letter to letter over the front of the game and one by one come to rest. If they stop on the letters of 'Bonus' in any arrangement whatever, it is a winner. Both games pay out from 2-1 to 20-1, according to odds which appear at the start of the play. In these new games, Mr. Collins' genius is at its very best, and we are confident both games will make history."

H. C. Evans & Co. further revealed that Mr. Collins is a former member of the City Engineers of Los Angeles, Cal. His experimental lab-



NORTH AND SOUTH, REPRESENTED BY ROY BAZELON, MONARCH COIN Machine Company, Chicago, and Jim Boyle, Boyle Amusement Company, Oklahoma City, agree on merits of 1937 Airway, manufactured by Bally Manufacturing Company.

oratories are located at Beverly Hills, Cal., where he spends considerable of his time in research work for his new creations. He has been associated with the Evans Company for the past three years as chief engineer and head technician, in their Chicago plant heading an experimental staff of technical experts.

During these years Mr. Collins has done an admirable job of creating brilliant new game ideas in keeping with the Evans reputation for origination, and their fame for fine precision-engineering is very well upheld by his uncommon ability. "Only games of exceptional value can interest Mr. Hood," said Ed Collins.

SILVER KING AND THE NEW "Free Weight" Scale



Vends Toys, Charms,
Nuts, Pistachio
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\$6.50

Lower price in quantities. Write today for "1938 Silver King—World's Finest Vendor."

Dozens of IMITATIONS now trying to cash in on the ORIGINAL SILVER KING'S splendid reputation, offering many extravagant claims. Do not be mislead . . . insist on the genuine, beautiful SILVER KING, at all the best jobbers.

New Beauty—Catches the eye—Summer or Winter—Always fresh—No Stale Corners—A proven money maker now on location from Coast to Coast.

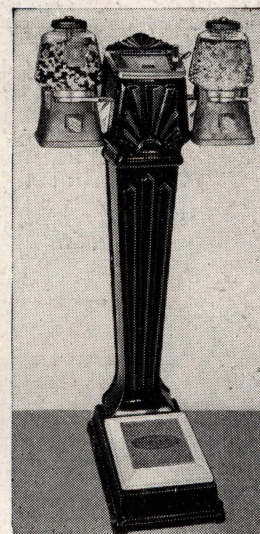
Holds five pound merchandise. Vends anything; toys, nuts, candies, etc.—Beautifully finished in baked red enamel. Porcelain finish available at \$1.00 extra. Size 7 x 7 x 14 in.

Everything a real vendor should have. Large top—pickproof lock—few parts. Life time construction. Many other convenient features and guaranteed 100%. Be convinced—send for a sample.

THE "FREE WEIGHT" SCALE

Breaking all records for earnings "Free Weight" vendor scale 1c play. THREE coin slots—VENDS small amount of candy or peanuts and "Weight Free" or just weight only. Fastest money machine since ticket sale and phonograph. Easy to locate—Legal any place. Beautiful, modern design increases scale or vendor location profits tenfold.

The finest combination of two legal machines . . . the real backbone of the coin machine industry. Be the first to operate the greatest money maker in 20 years.



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WRITE
FOR DETAILS

WHY NOT TRAIN THEM

"One thing the coin machine business needs," said a well known operator the other day, "is more and better trained coin machine mechanics."

And in that one sentence the operator probably expressed the sentiments of many others just like him, who have found their own operating curtailed, not through lack of money to hire good mechanics or lack of available territory, but because of the shortage of trained help. Good mechanics are at a premium.

Here is a good field open to bright young men and one that should be recruiting more of them all the time. A man who is good at repairing various types of coin machines is one who will never need to be out of a job, and as a rule, he makes a lot more than mechanics in other fields. Salaries range anywhere from \$30 to \$50 weekly in many cases even higher. Mechanics, of course, do not need to have any special educational background. They just have to know coin machines.

So far, so good. But how to get the necessary training? Most oper-

ators in starting out just have to muddle through the best way they can and learn through experience. Many do not know one part of a machine from another at first and their experience often proves costly. Few operators have the time to train green help and, by necessity, are under a handicap for trained shop workers.

"It seems to me," our operator friend continued, "that some of the big coin machine manufacturers would start schools to train young fellows wanting to get jobs in this field." These schools, he said, could be conducted at vantage points throughout the country and sound training in the fine points of coin machine repairing and operating could be given by experts paid by the companies. The charge for this training would, of course, have to be very reasonable, but even if it were free, the manufacturers would profit in the long run. Better trained workers would mean larger scale operating and purchasing in many instances and the training classes should prove of benefit to both manufacturer and consumer.

One large manufacturing company in Chicago, makers of a well known type of machine, is one of the very few companies that conducts training classes at the present time and from all reports the idea is a success. Some few others keep men in the field to give instruction and advice to purchasers of their equipment. This latter training is not enough, however. Any mechanically-minded person can learn the principles of a coin operated machine in eight or ten days well enough to make ordinary repairs, but not in twenty or thirty minutes. After a few days intensive training, he is ready for a job. Every repair job after that, of course, means additional training, and he can, in time, learn to be an expert.

Every year disgruntled souls complain that surely now the coin machine business has reached its peak and that hereafter it will decline. But does this prove to be the case? All businesses have their pessimists and this proves just as true in the coin machine industry. But year after year sees it growing stronger, more firmly established. No one can say now that coin machines are not here for good. Records prove that they probably are here to stay. Yet today as twenty-five years ago, coin machine workers learn for the most part by muddling through on their own, learn through experimenting on their own machines, equipment that cost them plenty in the first place. Many young fellows would like to get into the coin machine field as mechanics. They envy the good salaries paid to skilled workers (coin machine men as a rule do pay absolutely top-notch wages); they see the difficulties of learning the work and they think, "What's the use?" And they go into something else where they have a fair chance to learn their craft.

The Rate You Pick is the Rate You Pay...

DOUBLE \$4.
DOUBLE \$4.50
DOUBLE \$5.

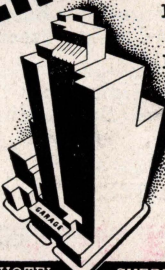
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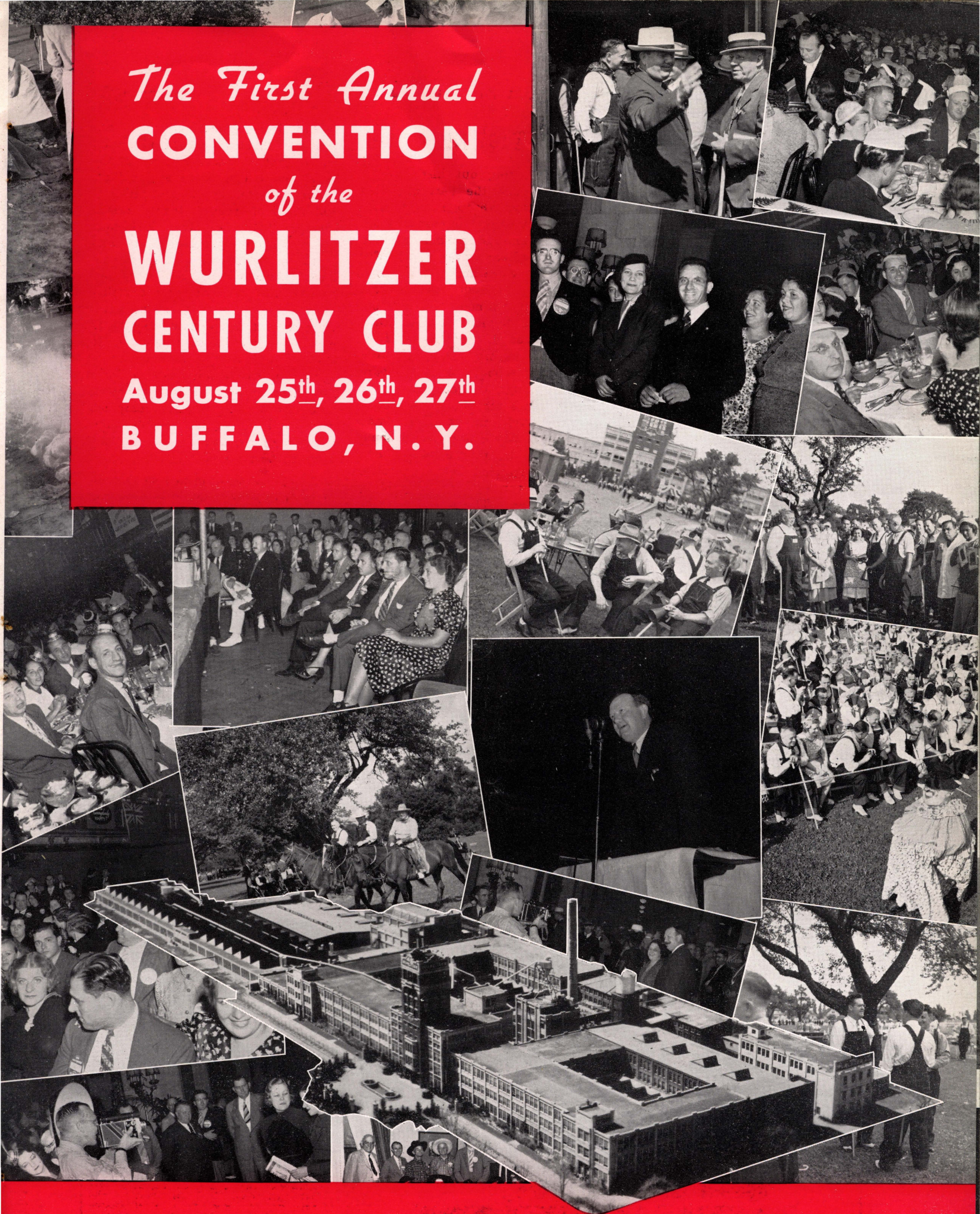
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Patented Check and Check Separator give extra protection. Individual checks available for each operator—an added income safeguard! See your jobber or write

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The First Annual
CONVENTION
of the
WURLITZER
CENTURY CLUB

August 25th, 26th, 27th
BUFFALO, N. Y.



**THE FOLLOWING NINETEEN PAGES CONTAIN A PICTORIAL REPORT OF
THE GREATEST CONVENTION EVER HELD BY A SINGLE U. S. MANUFACTURER**

ARRIVAL IN BUFFALO: WURLITZER CENTURY CLUB MEMBERS WARMLY WELCOMED. TRAINS, PLANES, BOATS, AUTOS BRING 1200.

Invited by the Rudolph Wurlitzer Company to convene in convivial convention, the Wurlitzer Century Club, wives and guests, rode into Buffalo on a heat wave August 24th, 1937, from all corners of the country for a three day funfest that cracked all records for intensified entertainment. Each the owner of 100 or more Wurlitzer Automatic Phonographs, truthfully titled "America's Most Successful Operators", every man and woman of this musical multitude knew from the moment they set foot in Buffalo — whether it's putting together automatic phonographs or putting on a party—Wurlitzer does things right!



Homer E. Capehart drum-majors St. Louis delegation and German band into Hotel Statler at 2 A. M. Wednesday.



"Uncle" Homer greets train load after train load of his guests as pandemonium reigns in Buffalo's terminals.



Buffalo's Central Terminal teems with Wurlitzerites as delegations pour in for the biggest party in coin machine history.



Harry Drollinger, Texas District Manager, presents "Jeremiah," Lone Star State mule, to Mr. Capehart.



Bill Mahle's Famous German Band, brought from St. Louis, plays their famous "Ach du Lieber Augustine" for early arrivals.



Walter Gummshheimer, St. Louis District Manager, and members of his delegation entering the Statler to register.



Gay throngs make their way to the Statler's special Wurlitzer Registration Desk to officially record "We're here!"

THE FIRST NIGHT: FOOD, FUN, MAGIC, PRIZE FIGHTS

PICTURES TELL A STORY 10,000 WORDS COULDN'T DESCRIBE.



Left to right: Irving Sommer, Mrs. Sommer, Chas. Schaeffer, W. R. Olney, Mrs. E. M. Perry, Mr. Perry, Sidney Levine, Mrs. Nat Cohn and Nat Cohn.

Wurlitzer cracks open its First Annual Century Club Convention with a banquet in the Hotel Statler Ballroom. 1200 guests enjoy gigantic repast, see big time vaudeville show, gasp at hour long exhibition of magic by Hardeen, topped off with mystifying escape from Wurlitzer packing case, applaud as scene is changed to miniature Madison Square Garden and program of boxing and wrestling run off. Taps at 2 A. M. sends them upstairs to twelve solid floors reserved by Wurlitzer for much needed rest.



Wurlitzer guests watch vaudeville show in Statler Ballroom at Wednesday night's banquet.



Hardeen, famous brother of Houdini, tells his audience to keep its seats no matter what happens—and almost everything did!



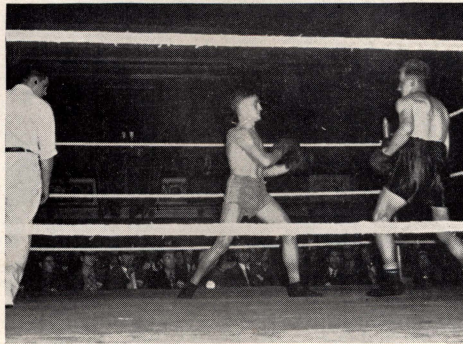
Capehart introduces honor guests and nine of the oldest Music Operators of America receive an ovation as the entire assemblage pays tribute to their records.



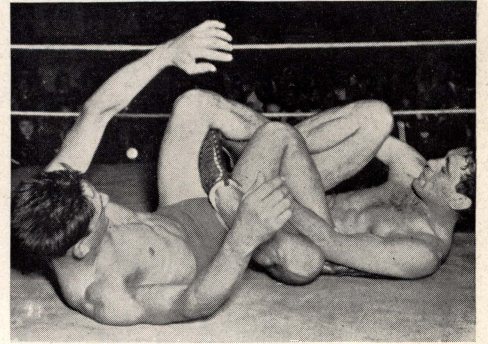
"George R. Fisher's" address "Trade Practices within the Coin Machine Industry" turns out to be a comical tirade as the operators go for a "ride."



Hardeen produces a beautiful girl from the inside of a Wurlitzer Model 616 A. One to be shipped with every model from now on.



"Hit him again," howls the Century Club as the Statler Ballroom becomes the scene of a series of professional boxing and wrestling bouts.



Two of the "wrasslers" get and hold the best locations to the immense glee of 1200 unsympathetic onlookers.



A perspiring and rumpled Hardeen takes his bow after a mystifying escape from a Wurlitzer packing case. Even Al Witalis couldn't figure it out.



At the ringside! Nat Cohn, Joe Huber, Carl Johnson, Harry Cohen and Homer Capehart get right up close to the grunts and groans.



"Cape" takes the pledge — to get behind Wurlitzer operators everywhere and make 1938 the biggest and best year for them in the history of the coin machine industry.

THE BIG BROADCAST

Wurlitzer Tells the World.



With Roger Baker, Buffalo's ace announcer at the mike — Art Leard's band opens the program with a stirring selection that set the pace for a lively broadcast telling the world about Wurlitzer.

Thursday morning! The Statler lobby jammed to the walls with whooping Wurlitzerites craning and crowding to watch the big broadcast. Promptly at 10 o'clock over Radio Station WGR Wurlitzer goes on the air! A vast listening audience hears about the Century Club Convention. Listens to six musical and vocal organizations. Learns that Wurlitzer is trundling its 1200 guests to the beautiful Wurlitzer plant — to inspect its vast workings — to frolic and play in the acres of park that surround it — to close the day with one of the most colossal clam bakes in history.



Art Leard, genial Master of Ceremonies, puts the artists through their paces at the big broadcast.



Carl Coleman and the Hotel Statler's Mighty Wurlitzer Organ — a high spot in the half hour broadcast that aired the activities of the Century Club Convention.



Left: Max Schaeffer and his German Meistersingers render a selection of songs in typical tavern fashion to score a big hit on the air.



Right: Wm. Mahle and his St. Louis, Missouri, German Band take their turn at the mike — proving again that Walter Gummersheimer knew a thing or two about music when he shuffled them off to Buffalo.



Left: Shea's Buffalo Theater Quartet harmonize in swing rhythm some of the old time songs of the sea.



Right: Texas and Shorty entertain with Western songs and instrumental numbers in true cowboy fashion.

THE BUS RIDES:

Hurry! Hurry! The buses are leaving! Thursday morning they carried the men to Wurlitzer's mammoth North Tonawanda plant. In the afternoon they were back to bring out the "girls" from their special Statler luncheon. Friday and the whole gleaming fleet of forty-six carried the entire Convention party on a scenic tour down the Niagara Frontier to Niagara Falls.

"Two more seats here"! "One more seat there"! "All loaded?" "Let her go"! Always this call echoed the tempo of a fast moving convention. And ever present with this banner-bedecked bus cavalcade went the screaming sirens of motor cycle escorts.

Yea, man — the Wurlitzer Century Club Convention got around — covered a lot of ground — saw and did things aplenty for three pleasure-packed days and nights.



Lined up around Buffalo's far-famed McKinley monument, the fleet awaits the signal to move up to the Statler entrance, load up with "America's Most Successful Operators" and their equally successful wives and set forth to the scene of the day's pleasure.



Outside the Statler. The band plays. The gang gathers. The cops yell and Delaware Avenue traffic goes completely haywire as a seemingly endless stream of buses barges up for loading.



Walter Reed, Manager of Wurlitzer's Service Department, renders yeoman service in helping keep the Convention moving.



The first bus load of megaphone and cane-carrying Century Clubbers arrives at the Wurlitzer factory to marvel at its size and beautiful surroundings.



Greeted at the Wurlitzer factory doors by President Farny Wurlitzer, operators follow his example — deck themselves in overalls and bandanas for a day of outdoor play.



The first two buses arrive at the factory and Homer Capehart hurries to add his word of greeting. Carl Johnson, plant manager, in doorway.



One man who knows whether he is afoot or on horseback. Homer Capehart sets the fashions in riding crops by using one of Lucite.



Find yourself in this picture — as another bus load arrives from the Statler Hotel to spend the day at the Wurlitzer plant.



Over all are overalls and aprons — presented to Century Club members and their wives as they arrived at the Wurlitzer plant.



Bob Bleekman, Wurlitzer's Chicago District Manager, shouts encouragement to his Windy City soft ballers as New York takes them over the coals 20-10.

THE DAY AT THE FACTORY

Wurlitzer Park, a beautiful setting for the all day frolic of the Wurlitzer Century Club, a great gang. Morning activities — donning overalls and bandanas — guessing contest with the prize a Wurlitzer Phonograph Model 616 A — trip through the vast Wurlitzer factories — horseshoe tournament — five baseball games — bands — singers — eats.

Afternoon: the ladies arrive from their Statler luncheon—distribution of aprons—circus parade — circus and wild west show — acrobats, clowns, performing dogs — knife throwers — bands — war-whoops and finally, the call to the clam bake under the "big top," 160 foot tent — eats, eats, eats — fun, music, general exhaustion, general exodus, tired but happy, for the Statler, by bus. The end of the second perfect day.



A nice cool day and even the band plays sitting down! A group of America's Most Successful Operators take their ease under the trees.



Operator Dave Stern fans all over the place as Nat Cohen's New Yorkers trim Chicago. Gordon Storm of the Coin Machine Journal catching for Chicago.



Homer Capehart heaves the first ball as the Century Club softball series opens. And when we say ball we mean BALL—by about ten feet.



Rabid rooters literally razzed the overalls right off Bleekman's batters as the New Yorkers score 13 runs in a single inning.



A Century Clubber clubs one out of the lot and heads for "first" in what experts say was the lousiest, loosely played game in baseball history.



A ringer on its way! Fred Durst of Erie, Pa., shows George Thayer, Binghamton, N. Y., some fancy shots in the horseshoe tournament on courts specially constructed for the occasion.



The Wurlitzer grounds teem with activity all day long as Century Clubbers make whoopee on a wholesale scale.

THE CLAM BAKE



Fitting climax to the factory field day, twelve hundred hungry operators and their wives sat down under the "big top" for the feast of the century. Tons of clams, chickens, lobsters with all the fixin's are dispensed in a real old time New England clam bake. From great steaming ground pits, a groaning army of waiters slave until the Century Club to a man cries, "HOLD — enough!" Then, as darkness descends, over a thousand cheering guests gad back to the buses for the return trip to the Statler with memories of fun and food that will linger a lifetime.



Corn on the cob and by the ton is kept steaming hot.



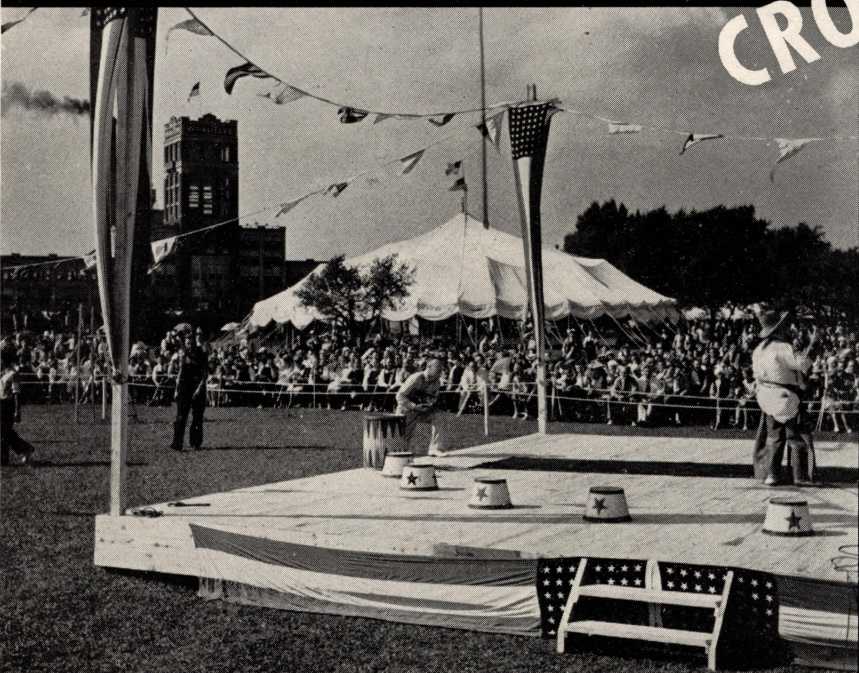
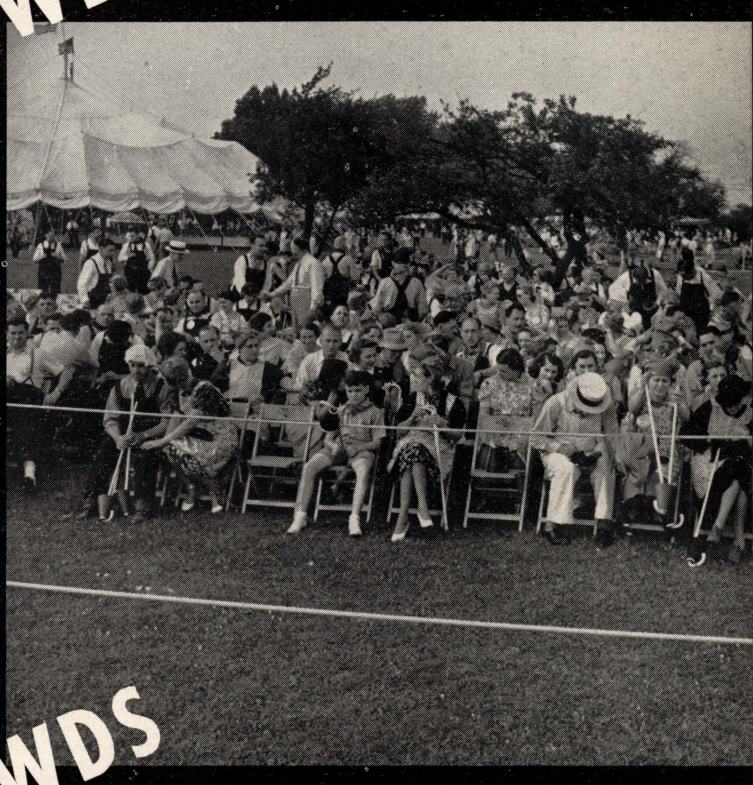
Steaming the clams over one of the 20x40 foot pits.



A huge crew of chefs and waiters render speedy service.



Opening the clam sacks as the crowd cries "FOOD."





Waiting for the "soup's on" call, 1200 hungry guests fresh from the circus, crowd about the "Big Top" clamoring for that clam bake.



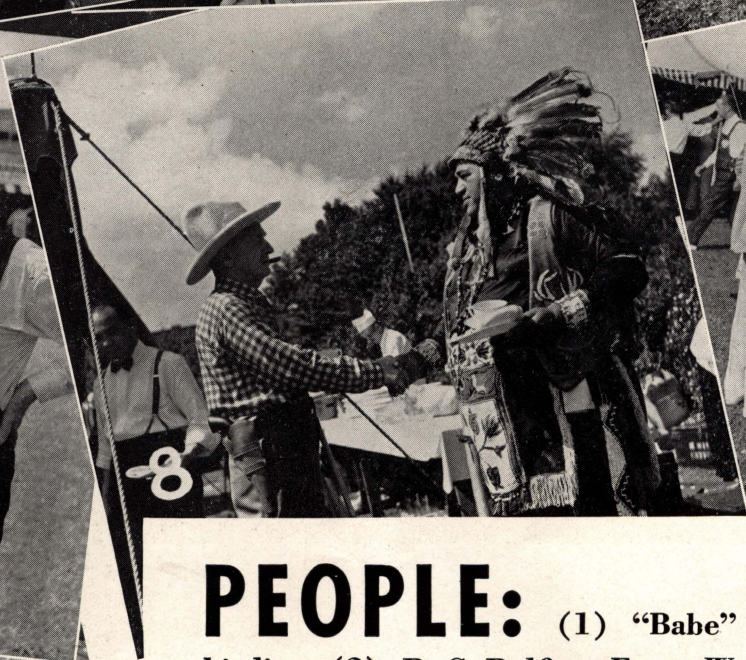
Beautiful Wurlitzer Park turned into a combination mid-way, athletic field and circus grounds for the Convention.

THE MAMMOTH

WURLITZER CIRCUS



The end of a perfect day — Wurlitzer Century Clubbers pitch in to the real McCoy in old time New England Clam Bakes—make way with food by the ton.



PEOPLE:

(1) "Babe" Kaufman smiles for the birdie. (2) R. C. Rolwing, Farny Wurlitzer, Rudolph Wurlitzer have the time of their lives. (3) Bill Mahle makes "moosic" for the gang. (4) Mr. and Mrs. ??? (5) One gal the boys didn't dare go near. (6) Manny Ehrenfeld, Passaic, shows his wife what pull can do. (7) J. F. Johnson, Omaha old timer, and son. (8) W. H. Milam, Texas old timer, says "How" to a friend from home. (9) E. T. Mape of Frisco with Ernie Petering and Joe Bergeson of Minnesota (10) General Credit Manager "Bill" Bolles and Sid Siegel.



MORE PEOPLE:

(1) The camera man leads a tough life. (2) The music goes round and round. (3) The guessing gang. (4) Harry Graham, Detroit, with Fanny Wurdlitzer. (5) J. E. Broyles fixes it with J. T. Wallace, mayor of North Tonawanda. (6) District Manager J. A. McIlhenny with Ben Palastrant, Boston, and Jim Sarubi, Providence. (7) The milk can trick. (8) Hands across the sea. (9) The boom, boom man. (10) Florida District Sales Manager Rabe gets an order from Dick Johnson, Charleston, S. C., while Broyles looks on. (11) "Cape" and one of his "aides de camp." (12) Tom Kady, Grand Forks, N. D., and family. (13) The "perp" and the piccolo. (14) Operators Stanford of Burlington and Keplar of Boone, North Carolina, with Don Kennedy of the Credit Department.



THE LADIES : BLESS THEIR HEARTS !

A real addition to the life, success and certainly the beauty of the Century Club Convention were the winsome wives of these Wurlitzer operators. Lovely ladies from the West. Languid ladies from the South. Exquisite ladies from everywhere. In aprons, or evening gowns whatever the occasion called for—the “girls” came forth and the “boys” came hurrying in their direction. Honored by a special private luncheon of their own in the Statler Terrace Room, Wurlitzer will long remember the be vies of fashionable femininity, the bus loads of pulchritude, the breath taking contribution to its banquet scenes contributed by — the Ladies.



Birdseye view of the first of fifteen bus loads of “better halves” as they swung up to the Wurlitzer plant for their part in the field day activities.

THE DAY AT NIAGARA FALLS

Following Friday morning's 30-mile bus tour of the Niagara Frontier, forty-six jovial loads of Wurlitzer guests arrived at the Cataract House, Niagara Falls, for luncheon at the Marine Dining Room. Then with Wurlitzer's compliments, they donned oilskins to visit the Cave of the Winds — rode the famous "Maid of the Mist" for a worm's eye-view of this roaring wonder of the world — crossed the International Bridge by bus for a sight seeing tour in Canada — bid goodbye to the mecca of the newly married at 5:00 P. M. for a fast trip to the Statler and the final wind-up banquet.



The fleet's in! Forty-six bus loads of Century Clubbers crowd the Cataract House to capacity



Operators Lee Stotter, Dayton, and Phil Bogin, New York, chew the rag with "Cape" while Art Leard's boys make music.



Greeting guests at the Cataract House, Ruth Berliner, Phyllis Hall, Frances Schmidt of the Wurlitzer hostess staff.



One of the views on the way to the Cave of the Winds that thrilled the Century Clubbers.

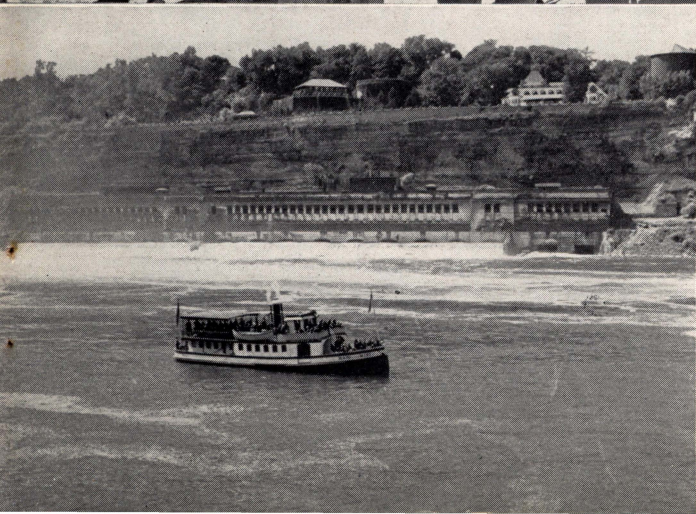


All dressed up for the greatest natural shower bath available in the world. (At left)

Rubber clothed Century Clubbers rubber neck at the Falls from the "Maid of the Mist." (At right)



"Maid of the Mist" with Canada as a back-drop on one of her special Wurlitzer Runs. (left)



Lined up at the "Maid of the Mist" landing. American Falls in the background. (At right)





Above: One of the sights that brought "ohs" and "ahs" to the lips of 1200 Wurlitzer guests. Canadian Falls from the deck of the "Maid of the Mist." Note the results of previous rock slides heaped high in the foreground.



Left: American and Bridal Veil Falls and the Cave of the Winds as seen by awe struck operators from the "Maid of the Mist".

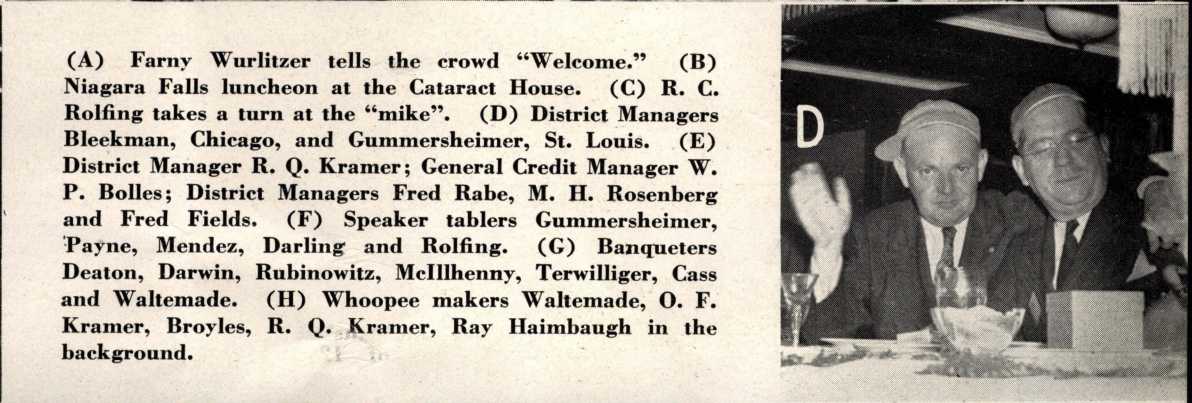
Right: Harry King, portly Capehart aid, defies the spray by doffing his rubber duds and soaking up some sunshine.



Left: All ashore that's going ashore! Exclaiming Century Clubbers at the conclusion of a trip they will remember for many a day.

Right: Homer Capehart and Rudolph Wurlitzer pose with a group of comely guests at the "Maid of the Mist" landing.





(A) Farny Wurlitzer tells the crowd "Welcome." (B) Niagara Falls luncheon at the Cataract House. (C) R. C. Roling takes a turn at the "mike". (D) District Managers Bleekman, Chicago, and Gummersheimer, St. Louis. (E) District Manager R. Q. Kramer; General Credit Manager W. P. Bolles; District Managers Fred Rabe, M. H. Rosenberg and Fred Fields. (F) Speaker tablers Gummersheimer, Payne, Mendez, Darling and Roling. (G) Banqueters Deaton, Darwin, Rubinowitz, McIlhenny, Terwilliger, Cass and Waltemade. (H) Whoopee makers Waltemade, O. F. Kramer, Broyles, R. Q. Kramer, Ray Haimbaugh in the background.





(A) One of the Statler Banquets. (B) "Heads up," says Mr. Capehart. (C) It's 3 o'clock in the morning. (D) The long and short of it — Sid Levine, New York, and Joe Huber, Chicago. (E) Wurlitzer District Manager M. H. Rosenberg and Fred Fields with Advertising Manager "Bob" Bolles and Service Manager Walter Reed. (F) The Wurlitzer girls wowed the gang. (G) Just one of the hundred and twenty tables. (H) "Should Auld Acquaintance Be Forgot". Rudolph Wurlitzer, H. E. Capehart, Farny Wurlitzer and Carl Johnson give out gobs of harmony.





W. H. Milam, Sr., Waco, Texas

B. D. Schaffner, Du Bois, Pa.

M. A. Melvin, Bangor, Maine

HONOR GUESTS:

Nine of the oldest music operators in America attend the convention with their wives and families as guests of the Wurlitzer Century Club — are royally entertained in tribute to their many years in the coin machine business — speak from long experience when they say "Wurlitzer Automatic Phonographs get and hold the best locations."



C. L. Dennard, Henderson, Texas



G. W. Ristau, Kaukauna, Wisconsin

J. C. Dorser, Fresno, Calif.



A. D. Osborn, Los Angeles, Calif.



J. F. Johnson, Omaha, Neb.



B. C. Watters, Chicago, Ill.





WURLITZER *Automatic* PHONOGRAPH · · · MODEL 616 A

BALLY ANNOUNCES NEW CONSOLE

"New because it's old!" is the way Jim Buckley, general sales manager of Bally Manufacturing Company, describes Bally's new Teaser console release. "By going back to an almost pre-historic play principle, we have created a game so new, so different from the average console, that the \$25 to \$30 gross play reported on Teaser are not surprising.

"Ever since men began to use their wits for amusement, they've been fascinated by a 'toss-up' or 50-50 proposition. For example, heads or tails? Odd or even? Or the famous red or black of the casino. And now, for the first time, the powerful play appeal of a 50-50 proposition has been built into a thrilling payout game.

"In Teaser you take your choice between red or green, and you select your color by pressing the red or green button. Immediately the spinner goes into action, flashing red, green, red, green in dazzling succession. If spinner stops on color you selected, you select again without depositing a coin. In fact, you keep on selecting as long as you keep on selecting the right color. This 'play-as-long-as-you-win' feature provides the suspense that holds players for long sessions of button-jabbing.

"By smart selections, player may obtain as many as seven successive, progressively larger payouts. Awards begin with three matched selections and there is a separate payout for each and every matched selection thereafter, up to a \$2 top.

"New refinements found in Teaser include revolutionary triple-scrambler device which positively prevents cycles on the spinner; an absolutely noiseless spinner mechanism; new embossed glass with silver inlay; and the new corner-console design, which provides a maximum of eye-appeal in a minimum of space; cigarette tray attached to cabinet, a convenience to players and insurance against cigarette-scarred woodwork. Above all, both come-on and keep-on are built right into Teaser and show up in a full cash-box every time you collect."

M. BRODIE COMPANY OPENS NEW OFFICE IN ST. LOUIS

The increased sale of Hi Low toy packs and Vending King confections during the fall season has made it necessary for the M. Brodie Co. of 3311 Ross Avenue in Dallas to open

another office at 6770 Olive Boulevard, St. Louis, Mo.

The new office attractively located on a corner is equipped to handle the business of all operators in their territory. The Master Novelty vender will be featured and a stock of them will be carried. All parts needed by operators will be carried as an additional service.

The St. Louis office will also carry a complete line of Hi Low toy packs. This includes the regular packs, Northwestern packs, and the new Victor special assortments. These packs are changed constantly and due to

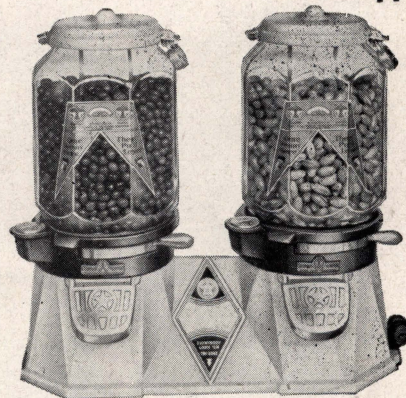
the fact that M. Brodie Co. imports directly from the foreign manufacturers they secure the newest items when they are completely new.

The Vending King confection line of moisture-proof candies will be carried by the St. Louis office also. These confections are the best obtainable and are by special process moisture-proof under all conditions. These candies are priced lower than many other vending candies and will give the operator the best vending confection at the lowest possible prices.

Eye Appeal Sales Appeal Service Appeal

OF

"COLUMBUS" MERCHANDISE VENDORS Score Larger Profits



For 30 years "Columbus" Merchandise Vendors have led the field with profit-getting regularity.

No matter what your operating requirements may be, there's a smart, easy-to-service "Columbus" machine to make your business more profitable.

For instance, the BI-MOR doubles profits in locations where single machines cannot keep up with the parade of spendable pennies. With interchangeable globes and mechanisms, the BI-MOR can serve as nut, candy and toy charm vendor.

In fact, every "Columbus" Merchandise Vendor is so simple to service and keep sparkling clean that operators always save time, money and labor with a route of "Columbus" Machines.

So why not let dependable, properly engineered "Columbus" Vendors boost your sales. Start today with "Columbus" Merchandise Vendors and watch tomorrow's profits ZOOM!

Write for **FREE Catalog Describing All Models**

DISTRIBUTED BY

F. C. EWING COMPANY

"THE OPERATORS FRIEND"

P. O. Box 851—Phone 2-8648

1414 E. Lancaster

Fort Worth, Texas

Surprise Party Honoring Earl Reynolds Given by Alamo Sales Company

A surprise party honoring Earl Reynolds, who recently became owner of Alamo Sales Company, of San Antonio, Texas, and at the same time giving Texas operators an opportunity to see the new 616-A Wurlitzer phonograph, was arranged by

A. W. (Bill) Brennan and Mrs. Marion Wilson and held at the company's offices Sunday, September 12. Over 300 persons were reported present and the surprise was no less pleasing to the operators who had gathered to honor the new manage-

ment than to Mr. Reynolds himself.

In fact, it was just the kind of surprise the operators wanted, for they were all eagerly watching for an opportunity to see this new Wurlitzer, and "they came, they saw, and they marveled at its beauty in design and tone quality," said Mr. Reynolds in commenting on the party. Continuing, he said, "No more definite proof of this last statement could be shown than the fact that during the day (in spite of the fact that we made no efforts to secure business, wanting the operators to feel this was purely a social gathering) bonafide orders were taken for more than five car loads of 616-A Wurlitzers."

It was quite evident to those who attended that Mr. Brennan and Mrs. Wilson had certainly devoted plenty of time and thought in arranging for such a marvelous party. Food and refreshments were plentiful, and a superb entertainment by excellent artists started at 4 o'clock in the afternoon and continued until midnight. At 8 o'clock in the evening Eduardo Martinez and his Revues came on the scene with some real music. This orchestra has been broadcasting for many years, and its program elicited the highest praise from the happy party.

As a courtesy and honor to Mr. Reynolds and the new management, and to show the city's appreciation, officers were sent out and roped off the entire block in front of the Alamo's offices and rerouted traffic during the evening so that members of the party might have uninterrupted use of the street for a dance which was very much enjoyed. In this connection Mr. Reynolds desires to compliment the very high standard of the officers who were sent out to look after the interests of the party.



SCENES AT THE ALAMO SALES COMPANY SURPRISE PARTY—THE UPPER picture shows three of the entertainers and a corner of the dining room. In the second picture you have a glimpse of the dancing party in front of the offices and show rooms of the Alamo Sales Co. Reading from left to right, in the bottom picture are: W. F. Daniels, Corpus Christi; Earl Reynolds, W. P. Berry, from whom Mr. Reynolds purchased the Alamo Sales Co., and John Kramer, Kenedy, Texas. Sorry we did not obtain names of the gentlemen at the extreme left and the three to the right of Mr. Kramer.

In Memoriam

Harry I. Wolcher, president of the Western Distributor Co., of Portland, Ore., died on September 13th at his home in Portland. Funeral services were held September 19th from Park West Memorial Chapel, in New York City. He is survived by his widow, Mrs. Harry I. Wolcher, and a brother, Mr. Louis E. Wolcher.



THE MAIN CAFE, HOUSTON, IS ANOTHER TEXAS DINE AND DANCE spot which has installed Mills Studio to supply the latest snappy dance tunes. The proprietor says every day in every way business is getting better and better.

A MUSIC MAN AT THE AGE OF 10

There's nothing like an early start in life to make sure of success. At least that's the formula of J. C. Dorser, California business man who, with his wife, was an honor guest of

falo, N. Y., August 25, 26 and 27. Mr. Dorser was one of a group of the nine oldest operators in the country especially honored by the Wurlitzer Company.

Your interviewer finally cornered

Mr. Dorser, absorbed in convention activities, long enough to learn some amazing facts, the most startling of which is the headline of this story.

Yes, Mr. Dorser started out in short pants at the tender age of 10, peddling sheet music from door to door. He didn't know at the time, but that early beginning was the foundation of the big, successful Dorser Music Company of today—a leading business of Fresno, Cal.

Mr. Dorser entered the automatic music field in 1903 with electric pianos. He operated almost the first one ever to appear on the Pacific coast, and grew with the industry—outgrew it in fact, as he left pianos behind and swung over to Wurlitzer automatic phonographs.

In fact, it seems to be a habit of Mr. Dorser's to get in on the ground floor, for the records show that he bought and operated the second Wurlitzer phonograph to be shipped from the factory.

Even his hobby, like his business, is musical. He loves to play the violin, but his Wurlitzer business is so good that he has no time for it now. In his present territory in and around Fresno, from the San Joaquin Valley to Stockton, Mr. Dorser has built an enviable reputation as one of the best known and best liked operators in the district. With him, it's never too late at night to answer a call, and his prompt service and square dealing with everyone are famous throughout his end of the state of California.



J. C. Dorser of Fresno, Cal., now 60, this year celebrates his 50th anniversary in the music business.

the Rudolph Wurlitzer Company at the first annual convention of the Wurlitzer Century Club held in Buf-

USED SLOTS

LOOKS LIKE NEW

1—25c Jennings Chief, Ser. No. 121946.....	\$67.50
1—10c Jennings Chief, Ser. No. 121991.....	55.00
6— 5c Jennings Chief, Ser. over 121000, each.....	52.50
1—10c Mills B.F., Ser. No. over 390000, each.....	57.50
1—Mills Q.T., Ser. No. 3568.....	22.50

USED AUTOMATICS

4—Bally Multiples, each.....	\$25.00
1—Bally Round Up.....	17.50

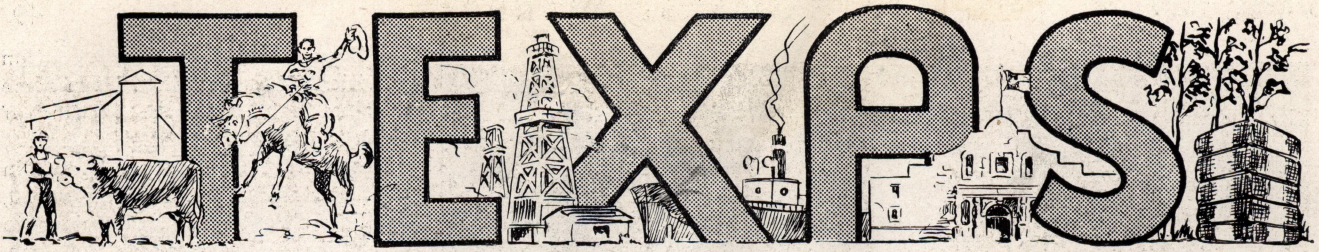
USED PHONOGRAPHS

10—Wurlitzer P-10, each.....	\$ 60.00
5—Wurlitzer P-12, each.....	125.00
10—Wurlitzer 4-12, each.....	179.50
2—Seeburg Symphonolas, each.....	75.00

Scarbrough & Harkins

601 West Second Street

TAYLOR, TEXAS



J. W. (Dad) JOHNSON SERVED AS AN ELECTRICIAN IN EARLY DAYS

In a recent interview with J. W. (Dad) Johnson, president of the Operators Association of Fort Worth, Texas, concerning the coin machine business, it was learned that he has had a very versatile life. He has fol-



J. W. (DAD) JOHNSON
Fort Worth, Texas

lowed several occupations, but through them all has run the thread of interest in the vending machine business, even long before this industry was more than the groping attempt of farsighted men to furnish the public with a new kind of service and entertainment.

Back in the gay nineties he was an electrician in the city of New York. He helped wire some of the skyscrapers of that period. During this time, he remembered, some enterprising gum vending firm bought the locations in stations to the subways all over the city, and gum wrappers caused quite a litter. It was his recollection that the gum vending company paid something like \$50,000 for the locations. In the entertainment line at that time the "mutoscope" enjoyed a wide popularity and proved to be quite a profitable machine. He related that he installed the first electrical equipment

in the mutoscope, which was quite an improvement over the earlier models. "Dad" once had a "dry-land show boat" and toured the country. One of his reminiscences was about the time he exploded some dynamite and fireworks into the midst of a colored camp meeting in the deep South. He surmised that there was not a ducky left within several miles of that spot in a very short time after the explosion.

Perhaps these experiences and observations provided the turning point which caused Dad to abandon other enterprises and go directly into the coin machine business. He has the knowledge and experience one gets through travel from coast to coast. During his career Mr. Johnson has seen the industry grow from the crude mutoscope and gum vending machine of that day to the present highly specialized and attractive machines which now grace the department stores, drug stores, cafes and even the trolley car or hot dog stand.

It is Mr. Johnson's opinion that the operators usually cause most of the troubles which come upon them in the different cities. One of the ways in which this is done is when one operator undertakes to trespass upon

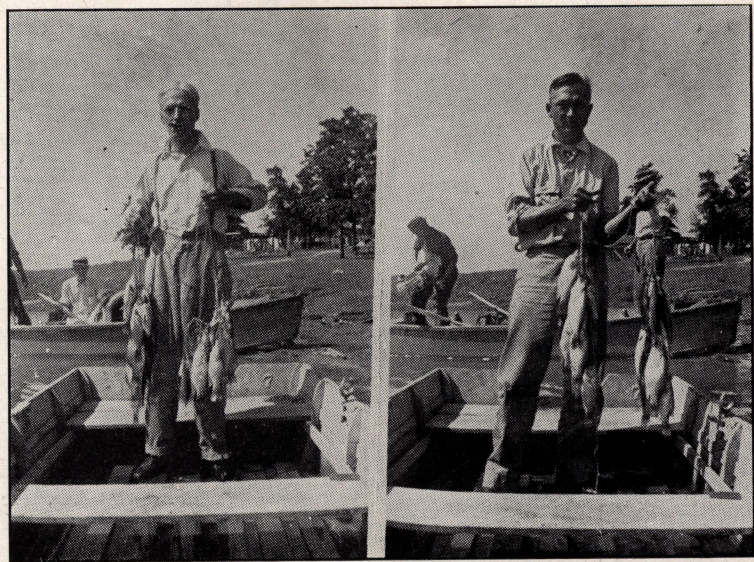
another's location or illadvisedly makes complaint against some other operator which causes an investigation and results in trouble for all. Co-operation among operators and manufacturers would go a long way toward solving many of the difficulties which are in the way of successful coin machine operation, he says.

SOUTH COAST AMUSEMENT CO., HOUSTON, TEXAS, IN LARGER QUARTERS

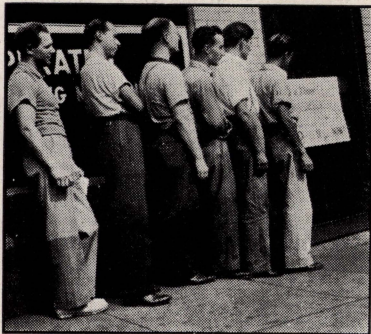
We are advised by Harold W. Daily, of the South Coast Amusement Co., Houston, Texas, that he has recently moved from the M & M building to 305-09 East Eleventh Avenue. He states that his new location is more convenient to operators and parking is less congested. The new location has more floor space and is a much better set-up for these reasons.

Two men were seated in a crowded street car. One, noticing that the other had his eyes closed, said: "Bill, are yer feelin' well?"

"I'm all right," said Bill, "but I do hate to see ladies standing."



CAUGHT AT EAGLE MOUNTAIN LAKE NEAR FORT WORTH—A BUNCH OF Dallas operators and distributors have discovered a great fishing place at Eagle Mountain Lake, one of the three big lakes above Fort Worth, and have been spending weekends there. The above pictures show Harry H. Turner (left) and A. B. Couch (right), with their strings of one catch. They say that it is not necessary to go to the coast for fish and it seems they have proved it. As reported to us, this was the lineup of the day: Fishermen, A. B. Couch and Harry Turner; Amateur Fishermen, Fisher Brown, John A. Backman and Attorney Harold Young.



A line up of operators in front of D. Robbins & Co., Brooklyn, N. Y. A carload of Storer's "Around the World" just arrived.

Too Tough

The customer entered the waterfront restaurant and ordered a steak. When it arrived, the customer fooled with it for a moment—and then suddenly called back his waiter.

"Look here, waiter," he complained. "This is positively the toughest steak I've ever been served anywhere."

"Just a minute," protested the waiter. "You haven't even tried to cut it with your knife."

The customer looked up.

"How could I?" he cried. "It grabbed it away from me!"

Competition

The playboy put down his glass and placed an arm around the beautiful blonde.

"Honey," he whispered, "I adore you. I'm wild about. I love you. Will you marry me?"

The girl drew away.

"I'll let you know tomorrow," she evaded. "Right now, it's the gin in you that's proposing."

The playboy grew jealous.

"I see," he grumbled. "Why didn't you tell me I had a rival."

PHONOGRAPH OPERATORS

The 1937 VELVETONE
2000-Play Needle
Is Now the Peer of Them All
IT'S DIFFERENT

L. E. TURNER

1228 Park Row Bldg.
NEW YORK, N. Y.



THE PROPRIETOR OF KIPPER'S KORNER, TACOMA, WASH., RECENTLY had a Mills Studio installed. He says the crowds are enthusiastic about the tone qualities and the music certainly has stepped up receipts.

• SANTONE SPECIALS •

BALLY SKIPPER	\$30.00
WESTERN GRAND PRIZE	25.00
BALLY SNAPPY	35.00
CHUCK-A-LETTE (Exhibit Supply Co.)	75.00
JOCKEY CLUB (Exhibit Supply Co.)	75.00
CAROM	55.00
WINNER	55.00
GOLDEN WHEEL	65.00
SANTA ANITA	50.00
SPRINGTIME	35.00
CHALLENGER	20.00
ONE BETTER	35.00
RAY'S TRACK	75.00
TARGETTE	50.00

ALL MACHINES GUARANTEED A-1 OR PURCHASE PRICE REFUNDED IN FULL.

TERMS: One-third With Order; Balance C.O.D

CAN FURNISH IMMEDIATE DELIVERY NEW
616-A MODEL WURLITZER PHONOGRAPHS

Santone Coin Machine Co.

1524 Main Avenue

SAN ANTONIO, TEXAS

M. A. MELVIN BOASTS 58 YEARS IN AUTOMATIC MUSIC BUSINESS

Up in Bangor, Maine, there's a firm called "Melvins" which was founded way back in 1879, 58 years ago, by M. A. Melvin. Today, Mr. Melvin, at 79 years of age, has the distinction of being the oldest music operator in America, both in age and in activity.

An exclusive Wurlitzer operator since the days of the famous P-10, Mr. Melvin and his daughter, Maud, were the guests of the Rudolph Wurlitzer Company at the first annual convention of the Wurlitzer Century Club held in Buffalo, August 25-27.

Found in the center of a group of

admiring younger operators, Mr. Melvin consented to reminisce a little for your reporter. He got into automatic music as a sideline at the age of 21. His first money came through selling sewing machines when he was



M. A. Melvin of Bangor, Maine, says the new Wurlitzer 616-A is the finest phonograph he has ever seen in all his 58 years as an operator.

18. He then entered the clothing business as a manufacturer, and for 20 years clothing was his business and automatic music his hobby. Although he never learned a trade, he built his clothing factory and operated it to the tune of 75,000 garments a year. He made more improvements in the manufacture of clothing, during those 20 years, than were ever made before or since, and

offers definite proof of his astonishing claim.

Mr. Melvins' hobby started with nickel pianos and the old mechanical violin-and-piano combinations, and soon became so absorbing that eventually it took him right out of the clothing business. With him today are associated his two children, Maud, who accompanied him to the Wurlitzer Century Club convention, and Clarence, who stayed at home to look after the business.

Mr. Melvin minced no words about the new Wurlitzer 616-A. Said he, "It's a corker, that 616-A. You know, I've been operating Wurlitzers since they started making the P-10, and I've had all their models since then, right up through the 616. I expect to operate all their future models, too for without any question, they're the best phonograph on the market for an operator to handle."

Surprise

Have you heard Arthur Murray's story about the British movie actor who visited a restaurant and didn't want to be recognized?

He wore a smoked monocle!

NEW VICTOR SPECIAL HI LOW TOY PACKS

Only **90c** F.O.B.
Dallas
or
St. Louis

OVER 225 ITEMS
NEW AND DIFFERENT

VENDING KING

Moisture Proof Confections

Get Our Price Lists

M. BRODIE CO.

3311 Ross Ave. 6770 Olive Blvd.
DALLAS, TEX. ST. LOUIS, MO.

NEW POK-er-Bok PAYS \$6⁰⁰ MORE PROFIT

AVERAGE OPERATOR'S PROFIT
WAS \$28.00--NOW \$34.00
SAME LOW COST TO YOU!

A BIGGER MONEY-MAKER than ever before! New LOW-COST POK-er-Bok Jar Deals NOW pay operator average profit of \$34.00 a deal. At NO extra cost to you, 120 MORE Tamper-Proof Tickets have been added. Only one deal a day can bring in \$1,020.00 profit first month.

NEW

Take & Profit-Payout Same!

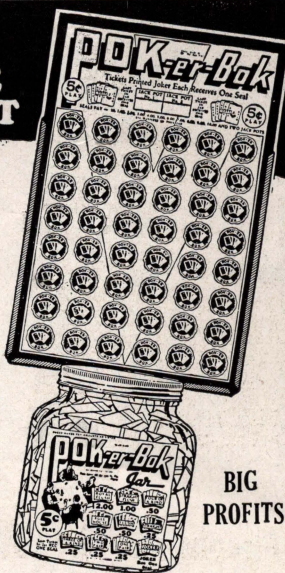
2160 Tickets @ 5c.....\$108.00
Average Payout.....74.00

Average Profit Per Deal.....\$ 34.00

Quick Thinking Operators—Act Now!

START NOW. Get New POK-er-Bok on every location. "Red Hot" right now! Send TODAY for complete details. Attractive, big profit operator and distributor discounts.

WERTS NOVELTY CO., Inc. Dept. A.W.-10
MUNCIE, IND.



SENSATIONAL SELLER

127 Prizes to \$10.00 each

IRON STANDS FOR PEANUT AND BALL GUM MACHINES PRICE

\$1.50 Each

F.O.B. Fort Worth
Shipping Weight
25 Lbs. Each

F. C. EWING CO.

The Operator's Friend

1414-16 E. Lancaster

P. O. Box 851

FT. WORTH, TEX.

MAILING LISTS

Newly compiled lists of Operators.

Worth many times more than we ask.

1500 Texas Operators\$10.00

298 California Operators2.00

154 Tennessee Operators1.00

92 Louisiana Operators1.00

108 Oklahoma Operators1.00

112 Florida Operators1.00

185 Mississippi Operators1.25

102 Georgia Operators1.00

171 Arkansas Operators1.25

273 Operators in Colorado, Utah,
Idaho, Arizona, New Mex.,
Wash. Mont.1.75

292 Operators in Virginia, W. Va.,
N. Car., S. Car., Alabama,
Washington, D. C.2.00

130 Kentucky1.00

200 Missouri2.00

The above states total 3,167 names.

This entire list may be had for \$17.50.

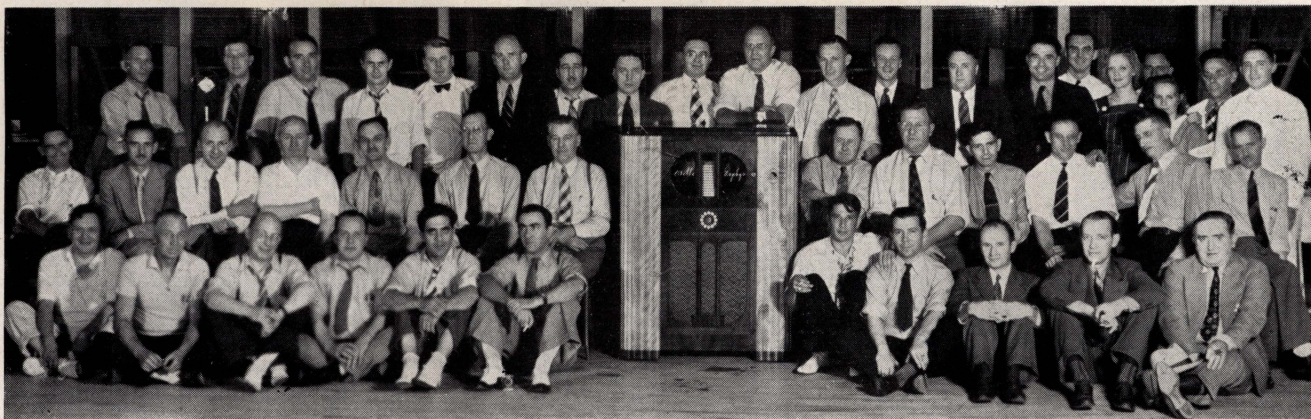
Send remittance with your orders. Lists

mailed within 48 hours after order re-

ceived. Also Eastern lists may be had.

SUPREME PRODUCTS CO.

333 N. Michigan Ave., CHICAGO, ILL.



DETROIT OPS SEE MILLS ZEPHYR!—Late last month operators from Detroit got a glance at the new Mills Zephyr phonograph at a party run by Mills salesmen there. It was an all-day affair with contests, games, and refreshments at night after a delicious dinner. About fifty operators from Detroit and vicinity attended. Mills Zone Manager, Lou Bowser, and District Manager Harks were there with their boys from the Detroit territory.

Daffy Tale

Our weekly nut story has to do with a screwball at a dance. Everything was going along nicely, as a twelve-piece orchestra gave out "That Old Feeling" with plenty of zip.

The nut, parked near the bandstand, smoked a big cigar with great rapidity. He paused occasionally to drop the ashes into the saxophone player's horn.

The annoyed saxophonist finally stopped playing.

"Say, bud," he cried angrily, "what's the idea of dropping your ashes into my horn? This isn't an ash tray."

The nut shrugged.

A young boy, undergoing an examination for position, came across the question, "What is the distance of the earth from the sun?" He wrote

his answer as follows: "I am unable to state accurately, but I don't believe the sun is near enough to interfere with a proper performance of my duties if I get this clerkship."

He got it.

(Well, don't they all?).

He: "What does a bride think when she walks into the church?"

She: "Aisle — alter — Hymn."

WE WILL TRADE YOU A SHOOTING GALERY

LARGE
OR
SMALL

4 feet x 10 feet



FOR YOUR

Peanut or Slot Machines, Phonographs and Slot Cabinets
OPERATORS AMUSEMENT COMPANY

2509 Ross

DALLAS, TEXAS

CLOSE OUT SALE SLOT MACHINES

- 47 Mills Blue Fronts, 5c (Series 322 to 423), each... \$47.50
- 1 Mills Blue Front 10c (Series 378326)... 47.50
- 5 Mills Blue Fronts 25c (Series 323 to 330), each... 47.50
- 2 Mills Extraordinary 10c (Series 340 to 337), each... 45.00
- 4 Mills Extraordinary 5c (Series 345 to 373), each... 45.00
- 4 War Eagles 10c (Series 238 to 377), ea. 30.00
- 5 Jennings 5c (Series 111 to 118), each.. 22.50
- 4 Pace Comets 5c (new), each... 42.50
- 2 Duchess 5c (extra good), each... 20.00
- 1 Watling Roll-A-Top 5c (66235)... 25.00
- 1 Watling Roll-A-Top 10c (70170)... 25.00
- 3 Mills Front Vendors 5c (337 to 340), each... 22.50
- Slot Machine Cabinets, Chicago Metal Mfg. Co. make.

All machines guaranteed in first class condition.

One-third Deposit With Order

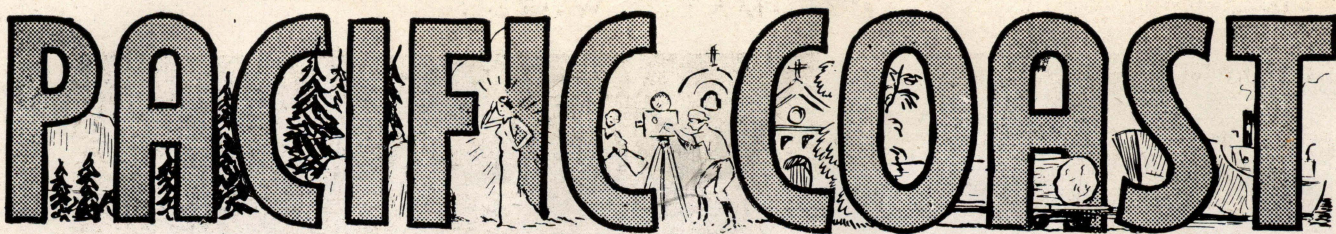
All types Marble Machines, used, less than half price.

Slot machine parts for all type machines. Big discount.

**OPERATORS AMUSEMENT
COMPANY**

2509 Ross Ave., Dallas, Texas

PACIFIC COAST



By ARTHUR L. DAHL

With the advent of the fall months, when business usually picks up, and with the new models introduced in the music field, the distributors and operators on the Pacific Coast are looking forward to an excellent season. Many orders are pouring in for the new machines, and collections are reported excellent from most locations.

The music operators of Northern California are meeting with success in organizing local units in various communities. At a recent meeting of the California Music Operators Association, Northern Division, A. J. (Tony) Compagno was elected secretary, to succeed Henry Day. The other officers are Jack Shoemaker, president; Ted Newman and Berl Eppstein, vice-presidents, and William Corcoran, sergeant-at-arms. The Association now has almost 100 per cent membership in San Francisco, and late in September a committee of three from San Francisco, and five from the Oakland Association visited Stockton, where a Sacramento-Stockton Music Operators Association was organized. Similar committees visited Fresno, to confer with officers of the Fresno Association, after which representatives from the various associations in Northern California went on to Los Angeles, where a state convention was held on September 22nd for the purpose of knitting together all local units into one organization to work for the benefit of all music operators. During the convention a big dinner dance was held for the delegates at the Los Angeles Royal Palms Hotel.

William Corcoran, since taking over the Wurlitzer agency a month or so ago, has found very little time to go fishing, which is his pet hobby. The Corcoran staff on Golden Gate Avenue, San Francisco, has been kept busy showing and selling the new Wurlitzer 616-A, and as Bill says: "All you have to do is to show the machine, for the new model sells itself."

Clarence N. McClelland, formerly San Francisco manager for National Amusement Company, has been appointed district manager for Rock-Ola phonographs in seven Pacific Coast states, with headquarters in

San Francisco. Mr. McClelland and his wife, are now in the Pacific Northwest where he will spend the next month or so organizing that territory.

The National Amusement Company has closed its San Francisco branch, but will continue to operate its Hollywood office, under Robert Stark, who will continue to act as Southern California distributor for Rock-Ola.

Joseph Ziff and Stanley Harris, operating as Crystal Music Company, with headquarters at 156 Ninth Street, San Francisco, will be exclusive distributors of Rock-Ola phonographs in Northern California. After extensive alterations were made in the premises occupied by Ziff and Harris, to provide suitable display quarters for Rock-Ola phonographs, a three-day open house was held on September 28th to 30th to introduce the new Rock-Ola models to the trade. A complete service department will be maintained by the Crystal Music Company, to properly serve the wide distribution of Rock-Olas in the San Francisco territory, and a full line will be on display there. Joe and Stanley expect to spend much of their time traveling throughout their territory, meeting local music operators and developing new contacts. Incidentally, the first carload of Rock-Ola phonographs ordered by the Crystal Music Company was sold out before arrival, and Frank Marty, of San Jose, had the distinction of purchasing the first machine.

Mrs. Felicia Church, of Golden Gate Novelty Company, San Francisco, reports increased business in Rose Bowl, Airway and Track Meet. This firm has also taken on the distribution of the new Stoner game Round the World.

Ed T. Mape, of the E. T. Mape Music Company, San Francisco, was one of the Western representatives who attended the first annual convention of the Wurlitzer Century Club at Buffalo, and he returned by the S.S. Mariposa, reporting a grand trip.

Jack Moore, who makes his headquarters in Portland, was a recent visitor in San Francisco. Jack came down to inspect the newly renovated

front entrance to his San Francisco branch.

Harry Wolcher, president of the Western Distributor Co. of Portland, Ore., passed away on September 14th at his home in Portland. He was a brother of Lou Wolcher, of the Advance Automatic Sales Company of San Francisco.

The mother of Ted Newman, well known music operator of San Francisco, passed away on September 12th in Los Angeles.

Jack Shoemaker, president of the California Music Operators Association, Northern Division, was recently confined to the hospital, suffering from a sudden heart attack.

Einar Wilslev, of Viking Specialty Company, San Francisco, is very proud of his catalog, which is about the most complete issued by any dealer. A clear picture of every machine carried in stock is shown, with sizes, prices and all necessary data for the operator. Copies of this catalog have gone to every corner of the globe, and much of Viking business comes from foreign countries.

Leon A. Sarkisian, of the Elbee Company, automatic venders of San Francisco and Fresno, says that business is excellent in the San Joaquin Valley, where bumper crops at good prices poured money into the various valley communities.

During the last session of the California Legislature, the fair trade act was extended to cover goods sold through vending machines if the goods are trade-marked.

Among recent visitors in San Francisco were Bill Armstrong, of Suisun, Cal., and Roy Welton, of Napa, Cal., both well known operators.

G. E. Blazer, Oakland operator, and ardent deer hunter, left his home at 2 o'clock in the morning on the opening day of the deer season. At 5:30 he bagged his first buck, and before other hunters were ready to stalk their quarry, he was on his way home with his antlered prize stored away in the car. His friends are wondering whether his winning ways with the "dears" are confined to four-legged creatures.

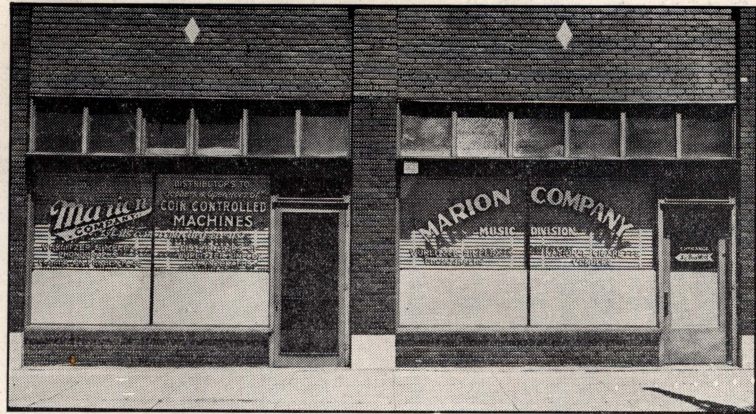
ABT ANNOUNCES NEW SALES MANAGER

Mr. Walter Tratsch, head of the A.B.T. Manufacturing Company in Chicago, today announced the appointment of Mr. Ed C. Johnson as general sales manager for that organization. Mr. Johnson assumes his duties immediately.

There is little need to go into a lengthy introduction of Mr. Johnson, inasmuch as he is extremely well known to the trade, having been connected in various capacities with the coin machine industry for a number of years. The many friends who know Mr. Johnson are welcoming his connections with A.B.T.

At present, efforts of the A.B.T. Manufacturing Company are being directed to the building of exceptionally high grade and unusual amusement, vending and merchandise machines, according to Mr. Tratsch, and this program will be carefully carried out under Mr. Johnson's direction. The organization recently moved to a new factory and offices at 715-723 North Kedzie Avenue in Chicago, where Mr. Johnson may be reached by his many friends and former associates.

The remarkable success that has been made by Mr. Johnson in the coin machine field during his past associations is the result of a keen understanding of the requirements of operators. According to officials of the A.B.T. Manufacturing Company, Mr. Johnson's experience will prove of inestimable value to the operating industry as a whole. With the new program planned by A.B.T. Manufacturing Company, Mr. Johnson plans to provide operators throughout the world with the type of service and equipment which no other company will be able to equal, stated Mr. Johnson in a recent interview. "I feel that the high ideals and fine policies of my new associates will give me an exceptional opportunity to be of service," said Mr. Johnson. "I



THIS IS THE MARION COMPANY BUILDING IN WICHITA, KAN., IN ITS entirety. It has a footage of 50x170, housing a mechanical department, storage, room for trucks, special room for phonographs and also a special room for Paces Races and slot machines of all types.

want all of my old friends and all operators who have any operating problems, or who require any sort of service, to call on A.B.T. I assure them that they will be more than welcome."

Mandy married a worthless chap, who even refused to deliver the washing she took in. One day she was talking to a white woman about the shiftless man she had.

"Is he older than you, Mandy," asked the lady.

"Yassum, dat old no-account am twelve years old dan Ah is!"

"Then," sympathized the lady, "it must be a case of May having married December."

"No ma'am, it ain't dat. It am mo' like Labor Day done married to April Fool."

Have a wonderful business of your own. A route of Razor Blade Vendors. One hundred will give you a big income with a small investment. Machines \$1.50 in 100 lots. The best blades to be had at 2½¢ per package of five blades. Sample machine and 30 blades \$3.00. Postage paid.



LITTLE NUT VENDOR CO.
LANSING, MICH.

NEW KEY RINGS

Specialty Made for Vending Machine Operators

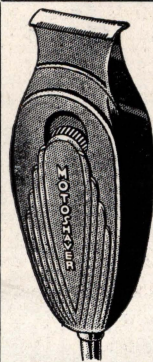
No. 3-W Holds up to 40 Keys—25c
No. 9-W Holds 80 to 100 Keys—35c
No. 18-W Holds 100 to 150 Keys—50c
Postpaid—Stamps Accepted

SATISFACTION GUARANTEED

Large Vending Machine Catalog Free With Order, If Requested

VIKING SPECIALTY CO.

530 Golden Gate Avenue
SAN FRANCISCO, CALIF.



MOTOShaver

Nationally
Advertised
\$12.50

ANOTHER MONEY MAKER

Sales Board and Push Card Operators

Sample Deal \$5.25

Lots of six or more \$4.75

Push Cards, per 100 \$4.75

81-Hole Push Card Takes in \$19.50

ACTION SALES CO.

SOLE DISTRIBUTORS

156 Ninth Street

SAN FRANCISCO, CAL.

HI-GRADE CHARMS for Penny Vendors

Guaranteed "VIKING Quality"

\$1.00 per Assortment of 150 Pieces

Cash with Order. (Stamps Accepted)

WE PAY THE POSTAGE

Viking Specialty Co.

530 Golden Gate Avenue
SAN FRANCISCO



BRASS-ALUMINUM

SPECIAL TRADE CHECKS

OR STEEL

100	\$3.50	300	\$7.50	500	\$10.00
200	5.50	400	9.00	1000	18.00

Prices quoted are for checks with your NAME AND ADDRESS on the one side, and a stock lettering die is used on the reverse side.

STOCK DIES—Good for 5c in Trade; Good for Amusement Only; Good for Free Play; No Cash Value; Bottle Check 5c; Good for 5c in Merchandise; Good for Free Game, etc. Terms—One-third Cash—Balance C.O.D.

SUPREME PRODUCTS CO.

333 N. Michigan Avenue, Chicago

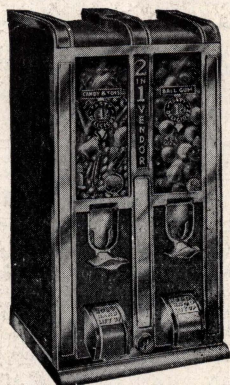
ROUND-SQUARE or OCTAGON-Lettered on 2 Sides



LUCKY CHARMS
IMITATION IVORY WITH COLORED
CORDS
ASSORTMENT 12 ITEMS
90 CENTS A GROSS
PLUS POSTAGE
OVER 150 DIFFERENT
NUMBERS
QUANTITY PRICES ON REQUEST
BUREL & CO.
675-679 ORLEANS ST.
DEPT. 600
CHICAGO

TO OPERATORS
Who Want a **STEADY** In-
come—We Recommend a
Route of

2 IN 1 VENDORS



Note These Important Features

1. Earns **TWICE** as much as a single column vendor.
2. **CAPACITY:** About 5 lbs. Nuts and Confections or 700 Balls of Gum in EACH Section. **VENDS** over 20 DIFFERENT ITEMS.
3. 100% Perfect Coin Mechanism. **REJECTS** MOST SLUGS and WASH-ERS.
4. Requires only 9 inches of counter space. Can be placed on floor stand or against wall.
5. Water-proof construction.
6. **LOW PRICE TO OPERATORS!**

Write or Wire Today for
Further Details!

O. ROBBINS & CO.

1141 De KALB Ave. — BROOKLYN, N.Y.

WRITE FOR PRICES OF OUR
SMALL TOYS FOR VENDORS

"The boy who gets this job must
be fast."

"Mister, I'm so fast I can drink
water out of a sieve."

WARNING TO ALL OPERATORS

A letter from a subscriber in Mem-
phis, Tenn., sends this note of warn-
ing to operators everywhere:

A party using the name of C. B. Lewis, Interstate Sales Company, Michigan City, Miss., has been working operators in Tennessee, Arkansas and Mississippi with some manufacturers' circulars and has taken orders at ridiculously low prices on used machines and has defrauded these operators out of their deposits by not filling the orders. Should this man solicit you please wire Mr. C. S. Cooley, Hickman, Ky., who is one of the operators who has been defrauded, and who has a warrant for his arrest.

SIR SAMUEL JOSEPH COMPLIMENTS DAVID C. ROCKOLA

Sir Samuel Joseph of London, England, spent a day at the Rock-Ola factories recently. After a complete tour through the various departments in which pronographs, games, and furniture are manufactured, Sir Joseph was very enthusiastic in his comments of the modern equipment and well organized production methods. Coming from Sir Joseph such comment is not idle chatter, for in London he is the owner of four large woodworking plants, three of which produce a diversified

line of furniture and cabinet equipment for boats and yachts. The other being a supply plant to the three, producing all the required plywood and built-up stock.

In a detailed study of handling and fabrication methods with George Graf, general works manager at Rock-Ola, Sir Joseph was particularly pleased with the vast production schedule maintained on such high quality work and in this connection gave careful study to the workmen's incentive system.

The finishing department drew spirited comment. Here again speed was the interesting observation with modern methods and recently developed finishes. Rock-Ola cabinets receive the very finest finish known, such finishing being accomplished in a much shorter time than is possible in many other plants throughout the country.

Not the least interesting was the power plant—where large generators develop sufficient power and light for the equivalent requirements of a city of 20,000 to 25,000 population.

Both Mr. Rockola and Mr. Graf were deeply impressed with Sir Joseph's keen insight into all the minute details of manufacture and they were gratified with his intense interest in the function of the plant, being conscious of the fact that Sir Joseph is recognized as operating the most modern plants in England.

BRASS CHECKS for PIN GAMES

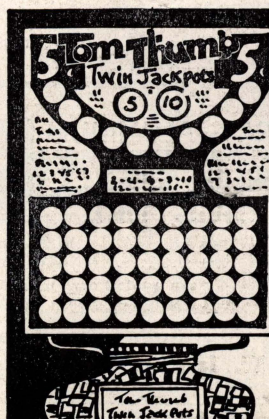
	1c	5c	10c	25c
5000	\$4.50 M	\$5.00 M	\$4.50 M	\$6.00 M
1000	4.75	5.50	4.75	7.00
500	3.00	3.50	3.00	4.50

Nickel plated checks add \$1.00 per M to above prices

Terms--One-third Cash--Balance C.O.D.

SUPREME PRODUCTS CO., 333 N. Michigan Ave., Chicago

NO CASH VALUE-SOLID OR WITH HOLES



Tom Thumb Jar Games

Successors to Punchboards. They thrill the player and "go to town" for the dealer. New Quantity Prices bring costs down half. Buy direct from factory, 100 money making games possible on small investment.

1 4 4 0 - 1 8 3 6 - 2 0 5 2 - 2 2 8 0
Each unit individually coded. No two jars alike.

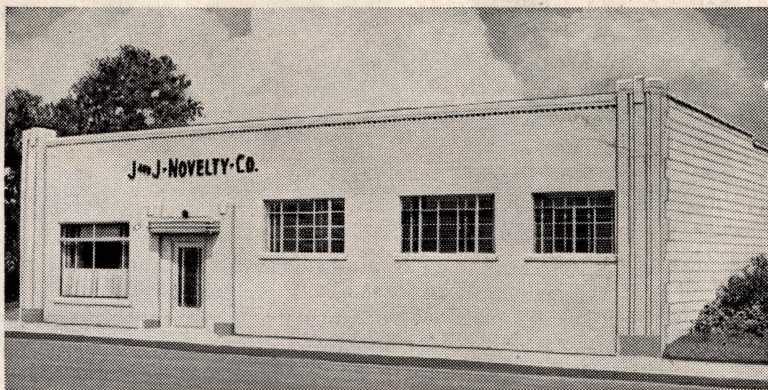
No more "chiseling." Tom Thumb coded tickets stop that forever.
EARN \$100 A WEEK

Jar men are cleaning up. Dealers wild for big jar profits. Cash in on big demand—Now.

Write for Details on Series Tickets — 39 Put & Take Games — Full information on Jar of Joy — Now!

TOM THUMB, Dept. A.W. NAVVOO, ILLINOIS

SAMPLE WITH CARD
5c or 10c Play
2280 Tickets **\$3.75**
SAMPLE (No Card Used)
11 Different Labels
Free. 2280 Tickets **\$3.25**



J & J's OPENING CELEBRATION WAS HELD HERE—ON SEPTEMBER 18, with a jamboree, J & J Novelty Co. held a grand opening celebration at their new location at 4840 Mt. Elliott Avenue, Detroit, Mich. The building is shown in the above picture, and you can see, as said in their opening announcement, that "the new J & J Novelty headquarters are more than a new building, more than an enlargement of our facilities to give our friends real service. It is an expression of our unlimited faith in the coin-machine industry, which is growing stronger every day. As other industries gain and more men go back to work at good wages each day, the coin-machine industry is sure to make similar gains. This is particularly true in Michigan, where the automobile industry has now ironed out its difficulties and is enjoying a real boom. The new J & J headquarters are part of our program to help our customers get their full share of the increasing prosperity of the coin-machine industry."

H. E. WEDEWEN ADDED TO WURLITZER CREDIT DEPARTMENT

William P. Bolles, general credit manager of the Rudolph Wurlitzer Company, recently announced the addition to his staff of H. E. Wedewen whose official position will be that of traveling representative for the Wurlitzer credit department.

Mr. Wedewen comes to the Wurlitzer Company from the Fisher Brown organization of Dallas, Texas, where he was sales manager.

Previous to his connection with the above company Mr. Wedewen held positions with Holcomb & Hoke, United Mercantile Exchange of Indianapolis and the Exhibit Supply Company.

According to Mr. Bolles, "Herb"

Wedewen's wide experience and thorough acquaintance with music operators all over the country should stand him in good stead on his new job.

"Incidentally," laughed 'Bill' Bolles, "Herb is a wizard at the piano. I just mention that because if any of the operators he calls upon wants to hear music as it should be played they can either listen to a Wurlitzer automatic phonograph or get Herb to go to work on the ivories."

He Whined

"I don't know his occupation, but his old woman calls him a pessimist."

"Right! I'll put him down as a whine merchant!"

SPORT FOR THE SPORTSMAN

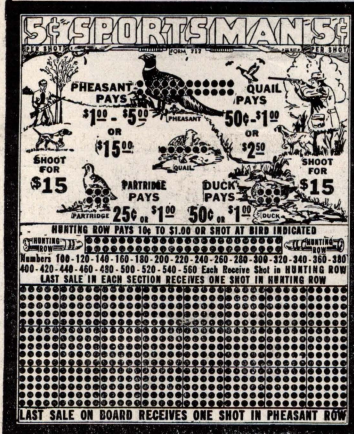
PROFITS FOR YOU! SPORTSMAN

No. 717 600 Holes
Takes in \$30.00
Average payout . . 13.35
Average gross profit \$16.65

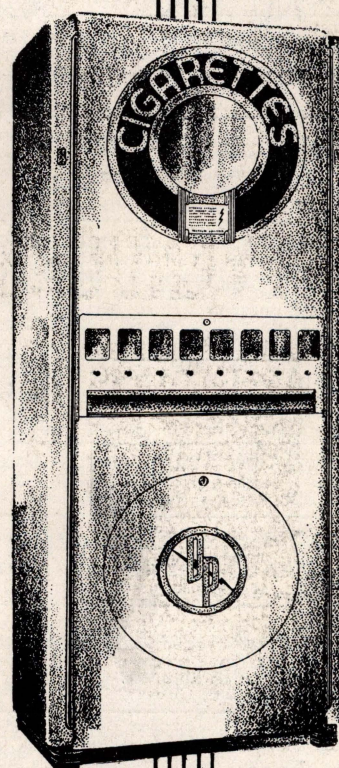
A NEW THIN HARLICH JACKPOT BOARD THAT IS SWEEPING THE COUNTRY

Write for details

HARLICH MFG. CO., 1401-1417 W. Jackson Blvd. CHICAGO, ILLINOIS.



THE ALL-ELECTRIC CIGARETTE VENDOR



\$95

"FINGER-TIP CONTROL"

COMPLETE
Nothing else to buy

Almost like the magic of Alladin's lamp—the lightest touch of the button of the new DOUGLAS delivers cigarettes instantaneously. Not only simple and fool-proof in operation, the new DOUGLAS is easy to service . . . has no motor to wear out . . . makes change faster, carries more stock, is practically slug-proof. YOU can enjoy the magic of this new vending sensation. Write NOW for full information.

DOUGLAS PRODUCTS COMPANY

6545 Carnegie Ave. Cleveland, Ohio

Say you saw it in Automatic World.

**4 CENTS
A WORD**

WANT ADS

**CASH
WITH
COPY**

MAILING LISTS, NEWLY COMPILED OF buying operators and jobbers from coast to coast, by states, arranged alphabetically. Our lists up-to-date, accurate because of regular mailings. Supreme Products Company, 333 North Michigan Avenue, Chicago.

WE FURNISH ALL TYPES OF TOKENS or Checks for pin games and payout tables, slot machines, etc. Mailing Lists compiled, Coin Counters, Name Plates. Write for circulars and samples. Supreme Products Company, 333 North Michigan Avenue, Chicago, Ill.

PENNY AND NICKEL ALUMINUM TUBE Coin Counters, Stacks, counts, make wrapping easy. Fits pocket, 1c or 5c size, \$1.50 each, postpaid. Supreme Products Co., 333 North Michigan Ave., Chicago, Ill. (Reg.)

COUNT PENNIES AND NICKELS? PRESTO Coin Counter counts and stacks 100 pennies, also stacks nickels. Fits pocket. \$1.50 each postpaid. Supreme Products Company, 333 North Michigan Avenue, Chicago, Ill. (Reg.)

WE BUY AND SELL LATE MODEL PACES Races, Rays Track, Turf Champs, Bally Rovers, Preaknesses, Caroms, Slot Machines, Cigarette Machines, Phonographs, or anything in late model machines. Get our prices first. Charles Pittle, 79 Beetle St., New Bedford, Massachusetts.

WILL TRADE ALL TYPES OF MACHINES for Penny Packs. Can use 50 Penny Packs. Marion Company, 562-64 West Douglas Avenue, Wichita, Kan.

FOR SALE—25 LATE MODEL LOHMULLER's 4-in-1 vending machines, \$8 each. R. W. Foster, R.R. 2, Coles Road, Middletown, Ohio.

READ OUR CLASSIFIED ADVERTISEMENTS. It's a profitable habit to read and answer these high class little sales messages each month, and to use one yourself.

PEANUTS. DON'T VEND ORDINARY "salted peanuts," when you can double your sales with our flavor-processed Spanish. 30-lb. carton, \$2.85, cash with order. Standard Edible Nuts, 2128 Montrose, Chicago, Ill.

SPECIAL SALE THOROUGHLY RECONDITIONED marble games. Post Times, \$25; Caroms, \$50; Ten Strikes, \$15; Lite-A-Pairs, \$30; Skippers, \$15. New Orleans Novelty Co., 238 Dryades Street, New Orleans, La.

SWIVEL TURNTABLE GAINS LOCATION PRAISE

Chicago, Ill.—The swivel turntable attached to the new Daval Manufacturing Company counter game, Reel Spot, is being praised daily by storekeepers who find this feature one of the greatest conveniences that they have ever had.

Instead of the storekeeper having to walk around the counter, or craning his neck to see the result of the play, according to the firm, they now just swing the machine right around which shows them the complete action without any trouble whatsoever.

This feature, Daval Manufacturing Company reports, has brought the firm more letters of praise than they have ever received on any counter game feature they have ever introduced.

It is also said that the operators themselves find this feature one of the best sales points in getting machines into new locations.

He Knew

Secretary: "Your broker is calling for more margin and the laundryman wants his money. Which one shall I pay?"

Boss: "It doesn't make any difference—I'll lose my shirt at either place."

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BALL GUM

Watta Polish

ALL SIZES FLAVOR THRU and THRU PERFECTLY ROUND

Protective Packing

AMERICAN CHEWING 128 Mt. Pleasant

AROUND THE WORLD

STONERS' GREATEST NOVELTY GAME

Eastern Distributors

D. ROBBINS & CO.

1141 De KALB Ave. — BROOKLYN, N.Y.

IMMEDIATE DELIVERY

Bally's 1937 AIRWAY



WITH BUMPERS THAT LIGHT UP!
ROTATION LINE-UP SKILL APPEAL!
HIGH-SCORE APPEAL! LAST BALL SUSPENSE!

**5-BALL
NOVELTY PLAY**

Bally's 1937 AIRWAY has everything! ILLUMINATED BUMPERS! GIANT BUMPERS! DOUBLE ACTION BUMPERS! Rotation Line-up SKILL APPEAL and PROGRESSIVE AWARD SUSPENSE! A fascinating AMUSEMENT game . . . a perfect SKILL AWARD machine . . . and at the same time ideal for COMPETITIVE PLAY! The ODDS CHANGE by skill . . . and new SCORE BOOSTER feature has all the thrills of WIN-PLACE-SHOW idea of popular payout games!

No wonder 1937 AIRWAY operators are reporting even bigger collections than on Bumper! ACT QUICK to get your share of the biggest novelty profit in years. Order 1937 AIRWAY today!

WRITE FOR FULL COLOR CIRCULAR ON SUM-FUN AND NUGGET COUNTER GAMES—RAY'S TRACK—RELIANCE—BALLY BABY.

\$74⁵⁰

F.O.B. Chicago

FAIR GROUNDS EARNS MONEY 4-TIMES FASTER!

Takes in 4 nickles per game. Multiplies payout by number of coins played. Fast 1-shot play with Odds Changing and 1 to 7 selections for each coin played. Pays on Win, Place, Show and Purse, \$8.00 Top. Now 8 months on location, still going strong!

WRITE FOR PRICE



Bally

MANUFACTURING COMPANY
 2640 BELMONT AVENUE • CHICAGO, ILLINOIS

EASTERN DISTRIBUTOR • JOHN A. FITZGIBBONS, 453 W. 47TH ST., NEW YORK, N. Y.



25,000 NICKLES in 82 days!



Only 82 days required to get our play meter up to 25,000 on ROCK-O-BALL. Not only has the game earned big profits but the activity has increased my bar business. ROCK-O-BALL is surely my choice among tavern games.

R. L. Gilson



★ ROCK-O-BALL

a ROCK-OLA WINNER

ROCK-O-BALL has proven an unusually successful location game—with a posted daily or weekly high score award, it is a real business stimulator, much like the 26 game. Need it be mentioned that the shooting for high score and the competitive play among patrons is constantly ringing up many nickels for the operator and location. Several locations report 100,000 plays in the period of a year. Promote ROCK-O-BALL play and you'll have a real money-maker.

The Exclusive
TRIPLE SCORE REGISTER
of Rock-O-Ball is a real profit producing feature

ROCK-O-BALL features an exclusive triple score register—this is the play producing factor. The register at the left records the highest score during any given period—or it can be set by the location and an award given when it is equalled. With this feature, a location can work out many ways of increasing the play and business will increase at the same time.

Made in Junior and Senior Models

ROCK-O-BALL SENIOR is 14 feet, 6 inches long, and 3 feet, 2 inches wide. And the JUNIOR model is 9 feet, 6 inches long, and 2 feet, 9 inches wide. Select the models in accordance with the space available in your locations.

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